NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 9, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	36.3	26,460
2	LAVERNE AND SHIRLEY	30.3	22,090
3	THREE'S COMPANY	29.2	21,290
4	HAPPY DAYS	27.3	19,900
5	CHER...SPECIAL(S)	26.8	19,540
6	M*A*S*H	26.4	19,250
7	CBS: ON THE AIR-THU.(S)	25.2	18,370
8	CAROL BURNETT SPECIAL(S)	25.0	18,230
9	FAMILY UPSIDE DOWN(S)	24.7	18,010
9	SOAP#	24.7	18,010
11	CBS: ON THE AIR-MON.(S)	24.5	17,860
12	ONE DAY AT A TIME	24.3	17,710
13	CBS: ON THE AIR-TUE.(S)	24.1	17,570
14	60 MINUTES	23.4	17,060
15	HAWAII FIVE-O#	23.2	16,910
16	PROJECT U.F.O.	22.9	16,690
17	CBS: ON THE AIR-WED.(S)	22.8	16,620
18	AMAZING SPIDER-MAN#	22.5	16,400
18	HARVEY KORMAN SHOW#	22.5	16,400
20	ALICE	22.0	16,040
21	CHARLIE'S ANGELS	21.6	15,750
22	ALL IN THE FAMILY	21.5	15,670
23	LITTLE HOUSE-PRAIRIE	21.4	15,600

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	23.8	48,510
2	LAVERNE AND SHIRLEY	22.7	46,340
3	HAPPY DAYS	21.3	43,390
4	THREE'S COMPANY	21.0	42,810
5	M*A*S*H	18.9	38,620
6	CHER...SPECIAL(S)	17.9	36,440
7	PROJECT U.F.O.	17.8	36,400
8	AMAZING SPIDER-MAN#	17.6	35,930
9	FAMILY UPSIDE DOWN(S)	17.4	35,540
10	CAROL BURNETT SPECIAL(S)	17.4	35,520
11	HOW THE WEST WAS WON#	17.4	35,430
12	SOAP#	17.4	35,410
13	LUCAN#	17.1	34,960
14	CBS: ON THE AIR-THU.(S)	16.8	34,260
15	ONE DAY AT A TIME	16.2	33,110
16	CBS: ON THE AIR-MON.(S)	15.8	32,270
17	LOVE BOAT	15.7	31,970
18	INCREDIBLE HULK	15.4	31,430
19	LITTLE HOUSE-PRAIRIE	14.9	30,410
20	HAWAII FIVE-O#	14.9	30,380
21	CHIPS	14.7	30,060

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	33.4	25,720
2	FAMILY UPSIDE DOWN(S)	23.9	18,410
3	THREE'S COMPANY	23.2	17,900
4	CHER...SPECIAL(S)	23.0	17,700
5	M*A*S*H	22.3	17,150
6	CBS: ON THE AIR-THU.(S)	21.9	16,910
7	LAVERNE AND SHIRLEY	21.9	16,860
8	CAROL BURNETT SPECIAL(S)	21.8	16,810
9	CBS: ON THE AIR-MON.(S)	21.8	16,800
10	HAPPY DAYS	20.9	16,110
11	ONE DAY AT A TIME	19.7	15,200
12	CBS: ON THE AIR-TUE.(S)	19.6	15,090
13	SOAP#	19.6	15,080
14	WALTONS	19.3	14,860
15	HAWAII FIVE-O#	19.0	14,630
16	60 MINUTES	18.4	14,150
17	CBS: ON THE AIR-WED.(S)	18.2	14,040
18	BARBARA WALTERS SPECIAL(S)	18.2	14,010
19	LITTLE HOUSE-PRAIRIE	17.9	13,820
20	HARVEY KORMAN SHOW#	17.9	13,770
21	ALICE	17.7	13,630
22	ALL IN THE FAMILY	17.4	13,400
23	HOW THE WEST WAS WON#	17.0	13,070
24	CAPTAIN AND TENNILE(S)	16.7	12,900

CONT'D

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	22.3	15,460
2	60 MINUTES	18.7	12,950
3	PROJECT U.F.O.	18.4	12,740
4	ABC SUNDAY NIGHT MOVIE	17.8	12,350
5	M*A*S*H	17.8	12,340
6	THREE'S COMPANY	17.7	12,270
7	CAROL BURNETT SPECIAL(S)	17.5	12,100
8	LAVERNE AND SHIRLEY	17.4	12,030
9	HOW THE WEST WAS WON#	17.3	11,980
10	CBS: ON THE AIR-THU.(S)	17.2	11,910
11	NCAA BASKETBALL CHAMP.(S)	17.1	11,870
12	FAMILY UPSIDE DOWN(S)	16.5	11,410
13	ONE DAY AT A TIME	15.8	10,960
14	CHER...SPECIAL(S)	15.7	10,880
15	SOAP#	15.7	10,840
16	CBS TUESDAY NIGHT MOVIES#	15.6	10,820
17	CBS: ON THE AIR-MON.(S)	15.6	10,800
18	HAWAII FIVE-O#	15.3	10,620
19	LUCAN#	15.3	10,610
20	CBS: ON THE AIR-WED.(S)	15.3	10,560
21	NBC SATURDAY NIGHT MOVIES	15.2	10,510
22	HAPPY DAYS	15.0	10,390
23	BLACK SHEEP SQUADRON	14.6	10,090

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 9, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
CONT'D			
25	LUCAN#	16.7	12,860

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	37.2	17,790
2	CHER...SPECIAL(S)	26.2	12,520
3	THREE'S COMPANY	25.6	12,220
4	SOAP#	23.8	11,350
5	LAVERNE AND SHIRLEY	23.3	11,120
6	HAPPY DAYS	23.3	11,110
7	M*A*S*H	21.9	10,470
8	FAMILY UPSIDE DOWN(S)	21.3	10,180
9	CBS: ON THE AIR-MON.(S)	19.7	9,420
10	JULIE FARR, M.D.#	19.5	9,310
11	HARVEY KORMAN SHOW#	18.8	8,990
12	CAROL BURNETT SPECIAL(S)	18.8	8,960
13	ONE DAY AT A TIME	18.7	8,920
14	CAPTAIN AND TENNILE(S)	17.8	8,490
15	LUCAN#	17.6	8,430
16	CBS: ON THE AIR-THU.(S)	17.3	8,280
17	HOW THE WEST WAS WON#	17.2	8,220
18	ALICE	17.1	8,190
19	LOVE BOAT	17.0	8,130
20	YOUNG PIONEERS	17.0	8,120
21	ABC MONDAY NIGHT MOVIE#	17.0	8,110
22	BARBARA WALTERS SPECIAL(S)	16.9	8,060
23	CBS WEDNESDAY NIGHT MOVIE#	16.8	8,040

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	WALTONS	31.1	7,220
2	CBS: ON THE AIR-THU.(S)	30.0	6,960
3	FAMILY UPSIDE DOWN(S)	27.3	6,330
4	50TH ANNUAL ACADEMY AWARD(S)	27.1	6,290
5	CAROL BURNETT SPECIAL(S)	27.0	6,250
6	60 MINUTES	25.6	5,940
7	CBS: ON THE AIR-MON.(S)	24.9	5,780
8	LIFE-TIMES-GRIZZLY ADAMS	24.5	5,670
9	CBS: ON THE AIR-TUE.(S)	24.1	5,590
10	HAWAII FIVE-O#	23.9	5,550
11	LITTLE HOUSE-PRAIRIE	23.8	5,520
12	CBS: ON THE AIR-SAT.(S)	23.5	5,440
13	RHODA	22.9	5,310
14	M*A*S*H	22.7	5,270
15	CBS: ON THE AIR-FRI.(S)	22.0	5,100
16	ONE DAY AT A TIME	21.5	4,980
17	CBS: ON THE AIR-WED.(S)	21.3	4,940
18	WRLDS LARGEST-CNTRY MUSIC(S)	21.3	4,930
19	BOB NEWHART SHOW#	21.2	4,920
20	PAT BOONE AND FAMILY(S)	21.0	4,880
21	MITZI-WHATS HOT,WHATS NOT(S)	21.0	4,860
22	ON OUR OWN	20.7	4,810
23	ALL IN THE FAMILY SPECIAL(S)	20.5	4,760
24	BARBARA WALTERS SPECIAL(S)	19.8	4,600

CONT'D

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

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NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 9, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
CONT'D			
25	LAVERNE AND SHIRLEY	19.4	4,500
26	ALL IN THE FAMILY	18.5	4,280
27	ALICE	18.2	4,230
27	CHER...SPECIAL(S)	18.2	4,230
29	CBS EVENING NEWS-CRONKITE	17.6	4,090
30	THREE'S COMPANY	17.6	4,070

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	50TH ANNUAL ACADEMY AWARD(S)	21.6	9,820
2	PROJECT U.F.O.	20.3	9,190
3	ABC SUNDAY NIGHT MOVIE	20.1	9,100
4	THREE'S COMPANY	20.0	9,080
5	SOAP#	19.1	8,650
6	NCAA BASKETBALL CHAMP.(S)	17.9	8,140
7	LAVERNE AND SHIRLEY	17.7	8,040
8	M*A*S*H	17.2	7,790
9	HOW THE WEST WAS WON#	17.1	7,770
10	JULIE FARR, M.D.#	15.9	7,230
10	60 MINUTES	15.9	7,230
12	CAROL BURNETT SPECIAL(S)	15.6	7,090
12	HAPPY DAYS	15.6	7,090
14	AMAZING SPIDER-MAN#	15.3	6,960
15	BLACK SHEEP SQUADRON	15.3	6,940
16	LUCAN#	15.2	6,890
17	CBS: ON THE AIR-THU.(S)	15.1	6,840
18	INCREDIBLE HULK	15.1	6,830
19	CHER...SPECIAL(S)	14.7	6,670
20	ONE DAY AT A TIME	14.5	6,580

NOTES

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	25.5	4,650
2	50TH ANNUAL ACADEMY AWARD(S)	22.4	4,090
3	CBS: ON THE AIR-THU.(S)	21.8	3,980
4	HAWAII FIVE-O#	21.6	3,940
5	FAMILY UPSIDE DOWN(S)	21.3	3,880
6	CAROL BURNETT SPECIAL(S)	20.9	3,810
7	CBS: ON THE AIR-TUE.(S)	20.5	3,730
7	LIFE-TIMES-GRIZZLY ADAMS	20.5	3,730
9	WALTONS	20.4	3,720
10	LITTLE HOUSE-PRAIRIE	20.2	3,680
11	CBS: ON THE AIR-MON.(S)	20.0	3,650
12	JEFFERSONS#	19.7	3,590
12	RHODA	19.7	3,590
14	HOW THE WEST WAS WON#	19.5	3,560
14	M*A*S*H	19.5	3,560
16	CBS: ON THE AIR-WED.(S)	19.1	3,490
17	MITZI-WHATS HOT,WHATS NOT(S)	19.0	3,460
18	R.BROCKELMAN: PRIVATE EYE	18.9	3,450
18	TED KNIGHT SHOW#	18.9	3,450
20	ONE DAY AT A TIME	18.8	3,430
21	ON OUR OWN	18.8	3,420
22	ALL IN THE FAMILY SPECIAL(S)	18.7	3,400
23	ALL IN THE FAMILY	17.4	3,180
23	CHER...SPECIAL(S)	17.4	3,180

CONT'D

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 9, 1978

NIELSEN AVERAGE AUDIENCE

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
CONT'D			
25	ALICE	17.4	3,170

NOTES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	22	186	191	A	14.8	26	1079	1830	638	223	691	276	442	392	88^	168	575	243	382	315	93^	143	263	118	301	215
1 FRI. 9.00P 115 ABC FF		98	99	B	18.8	32	1371																			
2 FRI. 9.00P 120																										
9.00 - 9.30				A	13.9	24	1013	1887	668	240	740	284	444	387	107^	207	579	249	374	327	86^	137	236	117	332	228
9.30 - 10.00				A	14.2	24	1035	1788	646	238	695	273	438	388	95^	177	552	241	370	293	97^	138	259	135	282	210
10.00 - 10.30				A	15.9	28	1159	1805	611	211	658	272	442	395	78^	139	583	242	391	325	92^	143	267	111	297	214
10.30 - 11.00				A	15.4	29	1123	1839	624	205	673	276	443	399	74^	151	591	245	394	324	94^	153	289	113	286	207
ABC MINUTE MAGAZINE	9		182	A	15.6	26	1137	2315	773	231	889	394	579	405	102^	259	717	259	451	391	146^	234	332	227	377	240
2 SUN. 7.58P 1 ABC N			95	B	15.0	23	1094																			
ABC MONDAY NIGHT MOVIE	8	185		A	18.7	28	1363	1920	849	346	937	382	595	482	152^	271	595	265	396	290	119^	171^	273	189	115^	99^
1 MON. 9.00P 114 ABC FF		99		B	20.4	31	1487																			
9.00 - 9.30				A	17.1	25	1247	1978	840	367	941	356	577	476	153^	295	623	256	406	310	121^	174^	240	179^	174^	142^
9.30 - 10.00				A	18.2	27	1327	1874	882	361	950	382	599	498	150^	276	579	251	379	288	118^	165^	244	175^	101^	89^
10.00 - 10.30				A	20.2	31	1473	1931	843	333	931	392	603	485	154^	260	599	282	402	282	124^	180	305	197	96^	88^
10.30 - 11.00				A	19.3	31	1407	1916	835	326	931	398	597	469	151^	257	593	278	405	276	113^	169	301	206	91^	82^
ABC NEWS-REASONER/WALTERS	129	196	196	A	8.7	18	634	1721	793	246	831	277	468	416	86^	265	660	172	292	323	121	282	89^	28^	141	80^
M-F 6.30P 30 ABC N		99	99	B	10.1	19	736																			
ABC NEWSBRIEF-M-F	139	178	182	A	18.1	29	1319	1848	705	294	799	346	540	442	94	196	549	241	374	329	72	127	225	122	275	192
1 M & F 8.58P 1 ABC N		96	96	B	18.9	29	1378																			
1 TU-TH 9.58P 1																										
2 M-TH 9.58P 1																										
2 FRI. 8.58P 1																										
ABC NEWSBRIEF-SAT.	28	176	181	A	20.0	35	1458	2098	704	257	793	371	531	414	111	201	546	256	361	269	77^	153	256	139	503	379
SAT. 9.58P 1 ABC N		96	97	B	19.5	34	1422																			
ABC NEWSBRIEF-SUN.	27	183	188	A	19.7	30	1436	2259	789	266	884	384	597	477	124	215	770	320	519	450	95	194	269	165	336	225
1 SUN. 8.58P 1 ABC N		97	97	B	19.4	29	1414																			
2 SUN. 8.57P 2																										
ABC SATURDAY EVENING NEWS	16	120	116	A	5.4	13	394	1574	664	132^	692	261^	384	337	74v	248^	496	186^	280^	264^	47v	178^	155^	81^	231^	143^
SAT. 6.30P 30 ABC N		68	67	B	6.1	13	445																			
ABC SUNDAY NIGHT MOVIE	22	191	194	A	20.3	32	1480	1991	685	260	751	325	496	408	112	176	836	386	615	510	94	151	223	102	181	137
1 SUN. 9.00P 113 ABC FF		99	99	B	21.5	34	1567																			
2 SUN. 9.00P 120																										
9.00 - 9.30				A	21.1	32	1538	2041	706	273	775	322	504	410	125	198	806	363	571	482	104	171	242	115	218	159
9.30 - 10.00				A	20.8	32	1516	1993	695	251	761	327	504	408	112	183	831	395	622	509	87	145	224	98	177	127
10.00 - 10.30				A	20.3	33	1480	1964	670	260	738	332	493	408	100	159	844	395	630	519	86	137	227	101	155	123
10.30 - 11.00				A	19.2	34	1400	1930	653	255	712	311	467	401	108	158	848	385	630	523	99	149	199	93	171	133
ABC WEEKEND NEWS-SATURDAY	26	149	154	A	7.0	16	510	1475	602	292	724	316	451	322	68^	231^	568	291	394	299	90^	146^	86^	86^	97^	97^
SAT. 11.00P 15 ABC N		93	94	B	7.9	17	576																			
ABC WEEKEND NEWS-SUNDAY	25	153	157	A	5.4	13	394	1596	639	149^	654	200^	324	345	139^	258^	646	246^	448	407	94^	169^	178^	109^	118^	38v
SUN. 11.00P 15 ABC N		97	97	B	6.2	15	452																			
A.E.S. HUDSON STREET	2	194	195	A	16.6	27	1210	1693	666	247	732	329	529	436	68^	136	571	259	415	348	66^	120	191	105	199	145
THU. 9.30P 30 ABC CS		98	99	B	16.6	27	1210																			
ALICE	21	193	200	A	22.0	34	1604	1800	726	285	849	293	511	441	104	264	616	224	375	313	88	198	159	71^	176	145
SUN. 9.30P 30 CBS CS		98	99	B	23.8	35	1735																			

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

EVENING CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
ALL IN THE FAMILY SPECIAL(S)		193		A	16.7	26	1217	1660	697	211	805	189^	365	340	155^	392	586	141^	247	275	93^	279	115^	32v	154^	99^
1 TUE. 9.00P 60 CBS CS		99																								
9.00 - 9.30				A	14.9	23	1086	1683	686	182^	777	170^	330	300	161^	415	604	158^	257	268	102^	294	124^	36v	178^	109^
9.30 - 10.00				A	18.5	28	1349	1629	703	232	823	202	391	371	150^	372	567	125^	236	279	86^	267	106^	28v	133^	92^
ALL IN THE FAMILY	24	193	199	A	21.5	32	1567	1809	737	306	856	299	503	436	96	273	606	204	356	309	90	203	158	76	189	141
SUN. 9.00P 30 CBS CS		98	99	B	24.8	37	1808																			
AMAZING SPIDER-MAN	1		183	A	22.5	37	1640	2191	569	188	631	315	480	379	62^	119^	572	259	423	379	46^	107^	248	84^	740	453
2 WED. 8.00P 60 CBS SF			99	B	22.5	37	1640																			
8.00 - 8.30				A	22.1	37	1611	2138	557	171	615	297	453	355	64^	128^	565	261	411	369	47^	116^	236	82^	722	442
8.30 - 9.00				A	22.9	36	1669	2235	579	203	644	333	503	400	62^	109^	577	255	436	389	42^	96^	257	85^	757	464
ANOTHER DAY	1		183	A	12.6	22	919	1947	864	202^	897	276	453	462	105^	356	672	179^	337	325	133^	296	100^	32v	278	169^
2 SAT. 9.00P 30 CBS CS			96	B	12.6	22	919																			
BABY, I'M BACK	8	185	168	A	16.5	24	1203	1926	703	302	803	260	493	414	119	248	524	214	327	270	80^	146	199	60^	400	261
MON. 8.30P 30 CBS CS		98	94	B	18.5	27	1349																			
BARBARA WALTERS SPECIAL(S)			200	A	20.1	34	1465	1617	874	284	956	332	550	498	99^	314	494	216	288	257	104^	176	70^	44^	97^	69^
2 TUE. 10.00P 60 ABC DN			99																							
10.00 - 10.30				A	21.4	35	1560	1676	895	297	972	342	561	508	97^	320	491	223	287	263	99^	172	89^	51^	124^	82^
10.30 - 11.00				A	18.8	33	1371	1542	853	270	940	318	537	487	99^	309	496	206	283	251	110^	182	43v	34v	63^	55^
BARETTA	7	184	179	A	12.9	24	940	1794	659	257	732	350	522	418	43^	143	657	319	465	382	72^	135	212	115^	193	145

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
THU. 10.00P 60 ABC OP		96	96	B	14.5	26	1057																			
10.00 - 10.30				A	13.7	25	999	1771	641	242	706	329	503	402	49^	143	636	312	450	354	76^	131	226	116^	203	155
10.30 - 11.00				A	12.1	24	882	1805	673	272	753	369	536	431	37^	143	677	327	480	410	71^	141	195	112^	180	133^
BARETTA-11:30PM	26	161	157	A	6.8	23	496	1571	576	208^	633	292	430	341	57v	159^	521	204^	397	292	58v	111^	268	40v	149^	61v
1 FRI. 11.30P 66 ABC OP		94	93	B	7.2	23	525																			
2 FRI. 11.30P 65																										
11.30 - 12.00				A	7.3	23	532	1652	626	201^	681	298	443	360	91^	188^	540	190^	424	354	58^	91^	293	38v	138^	46v
12.00 - 12.30				A	6.5	24	474	1485	534	213^	586	291	418	325	25v	129^	505	221^	370	229^	65^	135^	230^	47v	164^	78^
BARNABY JONES	22		193	A	16.7	32	1217	1583	807	309	877	334	529	419	161^	264	559	185^	275	237	99^	227	86^	46v	61^	47v
2 THU. 10.00P 60 CBS PD			99	B	21.0	36	1531																			
10.00 - 10.30				A	16.9	31	1232	1550	794	287	860	308	504	421	160^	267	552	182^	273	238	99^	224	70^	41v	68^	52^
10.30 - 11.00				A	16.4	33	1196	1615	823	332	897	360	556	418	160^	262	564	191^	278	238	98^	226	98^	52^	56^	41v
BARNEY MILLER	25	196	195	A	18.7	29	1363	1745	687	250	764	317	520	426	77^	171	591	263	420	358	68^	127	172	83^	218	153
THU. 9.00P 30 ABC CS		98	99	B	21.6	34	1575																			
BIG EVENT-TUE.	10	202	202	A	13.4	21	977	1710	751	281	834	299	490	397	162	292	566	205	354	366	77^	151	162	42^	148	106^
1 TUE. 8.00P 120 NBC FV		98	99	B	18.3	28	1334																			
2 TUE. 9.00P 120																										
8.00 - 8.30				A	11.7	19	853	1829	663	217^	764	210^	397	366	148^	318	612	208^	439	428	49v	124^	197^	61v	256^	181^
8.30 - 9.00				A	15.0	23	1094	1892	729	247	840	258	473	401	178^	321	639	236	420	418	104^	172^	192^	55^	221	174^
9.00 - 9.30				A	13.4	21	977	1779	785	322	890	335	529	393	187	321	570	212	353	365	85^	146	158	43^	161	101^
9.30 - 10.00				A	13.8	22	1006	1692	772	262	824	293	487	405	167	291	548	203	350	354	73^	137	170	43^	150	118^
10.00 - 10.30				A	12.9	21	940	1479	720	322	823	349	521	413	126^	231^	495	161^	264	307	74^	166^	120^	18v	41v	14v
10.30 - 11.00				A	12.8	22	933	1521	796	288	815	328	499	392	133^	245^	533	187^	295	327	76^	185^	129^	25v	44v	15v
BIG EVENT	26	205		A	14.5	23	1057	1608	667	185^	770	325	545	518	93^	144^	521	214^	387	362	48v	79^	239	158^	78^	64^
1 SUN. 9.00P 120 NBC FV		99		B	19.4	30	1414																			
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES			WOMEN						MEN						TEENS (12-17)		CHILDREN (2-11)	
		WK 1	WK 2		AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11
EVENING CONT'D																										
BIG EVENT-CONT'D																										
9.00 - 9.30				A	15.8	24	1152	1650	632	182^	736	328	540	500	91^	132^	557	245	404	366	78^	102^	240	149^	117^	84^
9.30 - 10.00				A	14.2	22	1035	1571	648	184^	752	325	559	524	80^	114^	507	214^	380	357	36v	67^	243	161^	69^	53v
10.00 - 10.30				A	14.1	23	1028	1599	677	188^	782	336	552	529	90^	144^	510	200^	382	366	35v	67^	240	168^	67^	62^
10.30 - 11.00				A	13.8	25	1006	1609	720	186^	818	308	530	522	114^	193^	510	201^	384	356	45v	76^	224^	153^	57v	57v
BLACK SHEEP SQUADRON	2	201	197	A	19.1	30	1392	2140	712	304	756	300	499	423	73^	193	725	342	499	419	88	139	321	107	338	269
THU. 9.00P 60 NBC A		98	97	B	19.1	30	1392																			
9.00 - 9.30				A	18.8	30	1371	2197	728	304	766	298	500	431	65^	197	720	342	496	419	86^	134	340	113	371	285
9.30 - 10.00				A	19.3	31	1407	2082	695	301	745	299	495	414	79^	192	728	341	499	419	93	145	303	103	306	256
BOB NEWHART SHOW	22	183		A	16.7	31	1217	1997	882	273	973	344	536	382	151^	405	675	234	377	385	84^	224	94^	60^	255	155^
1 SAT. 8.00P 30 CBS CS		96		B	16.4	29	1196																			
CAPTAIN AND TENNILE(S)			193	A	19.2	32	1400	2074	836	272	921	423	606	519	118^	242	637	218	373	351	95^	199	156^	79^	360	238
2 MON. 8.00P 60 ABC GV			99																							
8.00 - 8.30				A	18.8	31	1371	2137	840	267	931	438	615	524	115^	241	620	201	374	348	86^	184	159^	82^	427	297
8.30 - 9.00				A	19.7	32	1436	1997	828	274	905	406	591	505	124^	246	643	230	367	349	104^	210	152^	76^	297	177
CAROL BURNETT SPECIAL(S)		192		A	25.0	39	1823	1948	821	298	921	292	491	446	119^	343	664	240	390	368	105^	210	178	67^	185	134
1 WED. 8.00P 120 CBS CV		99																								
8.00 - 8.30				A	22.3	36	1626	1904	800	268	900	264	442	434	95^	346	595	196	329	312	95^	209	171	54^	238	167
8.30 - 9.00				A	23.6	37	1720	1958	826	306	934	290	492	447	113^	348	619	218	361	345	105^	201	186	57^	219	152
9.00 - 9.30				A	27.1	42	1976	1983	821	311	920	297	502	442	123	343	714	270	424	399	109^	212	177	78^	172	126
9.30 - 10.00				A	27.1	42	1976	1930	827	299	924	314	519	461	134	332	706	266	424	407	106^	212	175	74^	125	96^
CBS EVENING NEWS-CRONKITE	130	201	201	A	13.5	29	984	1629	723	235	775	147	297	314	153	415	640	158	284	276	119	309	79	33^	135	76
M-F 6.30P 30 CBS N		99	99	B	15.2	29	1108																			
CBS EVENING NEWS	17	166	173	A	10.4	23	758	1604	692	279	787	175	301	236	163	453	743	217	374	351	141^	324	44^	15v	30v	16v
SUN. 6.30P 30 CBS N		88	88	B	10.1	19	736																			
CBS NEWS SPECIAL(S)			174	A	7.2	12	525	1710	659	65v	659	189^	252^	277^	76v	264^	791	266^	465	330^	85v	302^	173^	36v	87v	39v
2 MON. 10.00P 60 CBS DN			98																							
10.00 - 10.30				A	8.5	13	620	1776	676	86v	676	188^	261^	271^	77v	277^	776	269^	461	304^	80v	297^	181^	38v	143^	63v
10.30 - 11.00				A	5.9	10	430	1593	628	31v	628	188^	235^	287^	70v	239^	806	259^	464^	360^	93v	312^	159^	32v	LT	LT
CBS: ON THE AIR-MON.(S)		202		A	24.5	38	1786	1807	829	322	940	354	528	430	107^	324	606	242	338	313	108^	206	148	49^	113^	84^
1 MON. 10.00P 60 CBS GV		99																								
10.00 - 10.30				A	25.0	38	1823	1833	845	336	955	358	537	436	106^	326	612	249	343	308	110^	209	149	48^	117^	86^
10.30 - 11.00				A	24.1	39	1757	1765	813	306	920	350	514	422	102^	318	591	233	332	316	106^	199	143	48^	111^	82^
CBS: ON THE AIR-TUE.(S)		202		A	24.1	43	1757	1706	758	299	859	239	454	442	118^	318	566	183	302	295	99^	213	160	41^	121^	104^
1 TUE. 10.00P 60 CBS GV		99																								
10.00 - 10.30				A	24.9	42	1815	1749	767	297	887	247	465	431	126^	339	551	168	289	290	89^	206	180	44^	131	106^
10.30 - 11.00				A	23.4	43	1706	1645	744	297	824	230	439	450	109^	295	574	194	313	298	109^	217	137	37^	110^	98^
CBS: ON THE AIR-WED.(S)		201		A	22.8	40	1662	1693	774	257	844	287	474	405	117^	296	637	256	374	305	96^	210	145	45^	67^	62^
1 WED. 10.00P 60 CBS GV		99																								
10.00 - 10.30				A	23.5	39	1713	1705	776	244	844	280	469	399	119^	303	644	259	373	316	99^	214	142	43^	75^	63^
10.30 - 11.00				A	22.0	40	1604	1682	772	268	844	294	477	411	114^	289	625	250	373	295	96^	203	151	48^	62^	62^
CBS: ON THE AIR-THU.(S)		203		A	25.2	46	1837	1865	838	252	922	248	452	395	173	379	647	229	371	323	115^	216	177	86^	119^	89^
1 THU. 10.00P 60 CBS GV		99																								
10.00 - 10.30				A	26.1	46	1903	1842	834	272	913	245	442	387	177	377	626	232	370	315	96^	197	182	91^	121^	93^
10.30 - 11.00				A	24.3	46	1771	1880	837	229	927	248	457	401	172	381	668	226	373	327	133	237	171	81^	114^	86^

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

EVENING CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
CBS: ON THE AIR-FRI.(S)		203		A	19.8	35	1443	1684	728	268	831	265	421	369	136^	352	599	200	359	333	78^	195	116^	54^	138^	107^
1 FRI. 10.00P 60 CBS GV		99																								
10.00 - 10.30				A	20.0	35	1458	1684	708	259	820	251	411	353	144^	359	601	200	372	343	79^	187	117^	51^	146^	112^
10.30 - 11.00				A	19.6	35	1429	1675	749	276	843	280	432	378	133^	349	595	199	345	322	74^	203	109^	54^	128^	100^
CBS: ON THE AIR-SAT.(S)		199		A	16.7	30	1217	1840	791	258	951	270	460	339	151^	447	634	228	357	299	80^	230	117^	80^	138^	108^
1 SAT. 8.30P 150 CBS GV		99																								
8.30 - 9.00				A	16.2	30	1181	1870	811	241	975	266	457	329	168^	483	640	189^	341	314	75^	255	80^	47v	175^	112^
9.00 - 9.30				A	16.5	30	1203	1945	822	264	992	267	463	341	155^	482	650	222	354	304	83^	243	117^	86^	186^	134^
9.30 - 10.00				A	16.8	30	1225	1847	802	274	940	272	449	340	146^	447	660	253	370	303	78^	237	126^	89^	121^	107^
10.00 - 10.30				A	17.5	32	1276	1759	771	254	933	278	470	339	139^	419	594	227	341	284	77^	212	123^	88^	109^	98^
10.30 - 11.00				A	16.4	31	1196	1787	756	253	920	268	466	343	148^	407	632	250	382	297	80^	200	137^	90^	98^	89^
CBS SAT. NEWS-SCHIEFFER	26	152	154	A	9.6	24	700	1580	763	169^	820	188	318	227	163^	452	624	66^	174	239	158^	365	75^	54^	61^	28v
SAT. 6.30P 30 CBS N		90	90	B	11.3	23	824																			
CBS SPORTS SPECIAL-BOXING(S)			162	A	4.1	16	299	1351	562^	143v	562^	245^	422^	361^	113v	113v	494^	193v	337^	338^	90v	97v	67v	46v	228^	228^
2 FRI. 11.40P 81 CBS SE			86																							
11.30 - 12.00				A	4.0	13	292	1517	650^	264^	650^	295^	534^	465^	93v	93v	651^	199v	446^	460^	92v	126v	LT	LT	216^	216^
12.00 - 12.30				A	3.9	15	284	1415	602^	165v	602^	249^	447^	366^	131v	131v	489^	203v	338^	342^	95v	95v	95v	95v	229^	229^
12.30 - 1.00				A	4.4	20	321	1209	486^	58v	486^	209^	337^	302^	115v	115v	415^	190^	280^	265^	81v	81v	84v	31v	224^	224^
CBS SUNDAY NEWS-BRADLEY	26	135	137	A	7.6	18	554	1558	728	238	813	215^	406	374	129^	352	614	163^	321	341	161^	217	82^	32v	49v	15v
SUN. 11.00P 15 CBS N		79	79	B	7.7	17	561																			
CBS TUESDAY NIGHT MOVIES	8		181	A	21.1	34	1538	1901	694	254	740	339	498	393	86^	181	704	259	424	424	97^	196	260	118^	197	123^
2 TUE. 9.00P 120 CBS FF			98	B	18.5	30	1349																			
9.00 - 9.30				A	18.2	28	1327	1957	684	281	745	329	466	364	94^	209	718	235	395	383	112^	237	248	122^	246	142^
9.30 - 10.00				A	21.2	34	1545	1954	712	259	757	346	509	389	84^	182	702	250	415	426	92^	196	271	129^	224	152^
10.00 - 10.30				A	22.3	37	1626	1887	677	244	719	335	490	399	83^	168	715	281	453	442	96^	187	265	116^	188	118^
10.30 - 11.00				A	22.5	39	1640	1828	705	238	745	349	524	415	89^	173	684	267	434	439	86^	168	255	107^	144	85^
CBS WEDNESDAY NIGHT MOVIE	20		189	A	17.2	28	1254	1862	727	222	790	397	641	484	54^	114^	614	281	420	365	44v	115^	261	125^	197	145^
2 WED. 9.00P 109 CBS FF			98	B	18.3	30	1334																			
9.00 - 9.30				A	16.5	26	1203	1848	700	230	782	385	632	468	53^	114^	576	264	399	358	37v	107^	248	111^	242	194^
9.30 - 10.00				A	16.4	26	1196	1892	743	213	804	395	650	492	59^	118^	626	284	437	374	44v	108^	275	139^	187^	147^
10.00 - 10.30				A	17.9	30	1305	1866	724	222	780	409	640	481	52^	108^	623	285	427	358	47^	123^	273	129^	190	126^
CHARLIE'S ANGELS	26	208	211	A	21.6	34	1575	1757	648	251	724	318	490	367	99	208	475	156	290	267	77	141	248	129	310	240
WED. 9.00P 60 ABC PD		99	99	B	25.2	39	1837																			
9.00 - 9.30				A	20.8	33	1516	1806	650	237	724	327	493	374	94	204	475	156	284	266	83	144	273	147	334	260
9.30 - 10.00				A	22.4	35	1633	1706	641	264	720	309	487	363	101	206	470	157	293	268	73	136	226	111	290	221
CHER...SPECIAL(S)			191	A	26.8	40	1954	1865	815	328	906	416	641	549	119^	216	557	212	341	287	82^	162	182	109^	220	165
2 MON. 9.00P 60 ABC GV			99																							
9.00 - 9.30				A	26.4	39	1925	1915	823	335	908	420	649	553	115^	213	563	211	337	286	86^	170	205	117^	239	185
9.30 - 10.00				A	27.1	42	1976	1817	808	319	905	409	633	543	124	222	551	217	346	288	81^	154	158	102^	203	147
CHIPS	22	195		A	16.2	26	1181	2101	595	258	712	261	443	332	124^	229	605	242	370	300	63^	168^	221	95^	563	376
1 THU. 8.00P 60 NBC OP		96		B	16.8	27	1225																			
8.00 - 8.30				A	15.3	25	1115	2039	591	272	704	245	430	314	133^	241	600	235	369	302	65^	167^	181^	88^	554	362
8.30 - 9.00				A	17.1	27	1247	2148	599	244	720	275	454	348	116^	219	610	247	372	297	60^	169^	251	101^	567	386
CHIPS	2	201	198	A	17.9	33	1305	2303	714	220	769	290	465	380	127	253	701	332	475	380	58^	169	302	127	531	368
SAT. 8.00P 60 NBC OP		99	98	B	17.9	33	1305																			

CONT'D

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CHIPS-CONT'D																										
8.00 - 8.30				A	16.6	31	1210	2272	704	236	765	275	452	379	135	259	690	325	470	371	52^	172	274	112	543	374
8.30 - 9.00				A	19.1	35	1392	2336	726	206	775	303	476	379	121	252	708	336	477	385	65^	166	328	141	525	362
CHUCK BARRIS RAH RAH SHOW	4		174	A	8.6	14	627	1954	929	210^	942	399	497	342^	166^	365^	682	307^	405	334^	117^	244^	94v	43v	236^	115^
2 TUE. 8.00P 60 NBC GV			89	B	12.3	19	897																			
8.00 - 8.30				A	8.1	13	590	1997	925	168^	935	412	498	336^	149^	355^	707	325^	403	337^	134^	280^	86v	30v	269^	137^
8.30 - 9.00				A	9.1	14	663	1900	928	246^	940	381	490	344^	182^	374	651	286^	402	328^	105^	211^	104^	56v	205^	95^
C.P.O. SHARKEY	6	177	188	A	13.7	24	999	1754	651	236	714	216	425	417	107^	223	647	242	377	334	86^	210	146	37^	247	154
FRI. 8.30P 30 NBC CS		91	92	B	14.5	24	1057																			
DALLAS	2	184	186	A	18.4	31	1341	1720	809	299	920	344	585	504	106	268	562	192	338	305	89^	184	125	59^	113	92
SUN. 10.00P 60 CBS GD		97	98	B	18.4	31	1341																			
10.00 - 10.30				A	18.8	31	1371	1753	814	295	929	355	594	510	107	267	572	202	351	316	86^	179	123	57^	129	106
10.30 - 11.00				A	17.9	31	1305	1685	806	302	912	329	576	500	108	270	553	181	326	290	91^	192	126	61^	94	77^
DONNY AND MARIE	22	199	197	A	16.9	30	1232	1893	706	280	812	272	399	350	144	320	473	193	280	261	76^	142	207	122	401	238
FRI. 8.00P 60 ABC GV		99	99	B	19.4	33	1414																			
8.00 - 8.30				A	16.6	31	1210	1874	733	288	842	276	405	364	142	339	482	180	270	253	80^	159	202	120	348	193
8.30 - 9.00				A	17.2	30	1254	1907	678	270	782	270	394	336	143	300	460	202	288	271	69^	122	212	121	453	282
EIGHT IS ENOUGH	23	196	202	A	16.1	26	1174	1982	688	267	747	325	503	385	81^	198	516	169	288	291	89^	165	270	169	449	340
WED. 8.00P 60 ABC CS		99	99	B	22.5	35	1640																			
8.00 - 8.30				A	15.0	24	1094	1982	677	269	731	307	484	370	81^	202	522	165	280	287	91^	173	268	161	461	352
8.30 - 9.00				A	17.2	27	1254	1974	693	261	756	336	517	395	79^	193	507	170	290	292	87^	160	275	176	436	329
FAMILY UPSIDE DOWN(S)			206	A	24.7	39	1801	1973	950	430	1022	359	564	533	170	351	633	205	355	363	91^	215	184	103^	134	67^
2 SUN. 9.00P 113 NBC GD			99																							
9.00 - 9.30				A	23.9	36	1742	2049	945	452	1008	348	561	527	174	350	662	246	383	383	96^	209	187	99^	192	102^
9.30 - 10.00				A	24.6	38	1793	1973	967	444	1034	359	566	533	173	357	619	197	339	353	95^	215	188	113^	132	71^
10.00 - 10.30				A	25.2	41	1837	1942	951	414	1030	373	575	540	163	346	630	195	352	359	87^	218	180	101^	102^	38^
10.30 - 11.00				A	25.3	43	1844	1918	937	411	1016	352	556	525	171	353	623	180	349	351	92^	224	174	93^	105^	49^
FANTASY ISLAND	9	184	185	A	18.3	34	1334	1990	686	288	766	378	547	446	77^	165	555	259	390	304	82^	129	273	136	396	314
SAT. 10.00P 60 ABC A		98	98	B	21.4	40	1560																			
10.00 - 10.30				A	18.8	35	1371	2015	695	292	775	386	556	447	79^	167	552	264	387	302	83^	129	269	136	419	328
10.30 - 11.00				A	17.9	34	1305	1943	670	279	750	365	532	437	80^	164	552	253	385	303	80^	130	274	135	367	297
50TH ANNUAL ACADEMY AWARD(S)			214	A	36.3	68	2646	1833	872	354	971	432	672	550	95	238	583	237	371	326	85^	154	160	98	119	87^
2 MON. 10.00P 175 ABC AC			99																							
10.00 - 10.30				A	41.1	62	2996	1866	884	347	974	429	666	543	99	252	576	205	354	325	91	173	165	98	151	106
10.30 - 11.00				A	43.5	68	3171	1791	854	363	960	419	656	516	97	251	575	209	351	322	92	169	151	90	105	75
11.00 - 11.30				A	39.6	69	2887	1829	862	380	962	417	679	556	101	221	576	239	373	329	84	139	169	108	122	84
11.30 - 12.00				A	34.4	71	2508	1828	896	352	987	424	687	576	99	236	570	239	369	305	69^	148	149	96	122	91^
12.00 - 12.30				A	30.1	71	2194	1826	881	324	975	448	676	570	80^	228	586	252	368	318	75^	150	169	97^	96^	82^
12.30 - 1.00				A	27.8	77	2027	1863	857	345	970	473	670	550	76^	225	645	315	442	367	85^	136	150	96^	98^	81^
FISH	11	191	187	A	16.4	26	1196	1911	655	325	747	327	524	419	73^	141	596	233	386	354	74^	162	194	73^	374	279
THU. 8.30P 30 ABC CS		98	98	B	20.3	31	1480																			
FLINTSTONES LIL-LEAGUE(S)			192	A	17.8	29	1298	2290	629	192	654	290	467	416	60^	135^	516	204	342	305	64^	119^	246	104^	874	535
2 THU. 8.00P 60 NBC EA			98																							
8.00 - 8.30				A	16.4	28	1196	2208	624	171^	645	261	435	386	67^	157^	528	204	329	284	73^	146^	225	95^	810	492
8.30 - 9.00				A	19.2	31	1400	2351	632	207	661	313	491	444	55^	116^	503	204	350	319	57^	97^	259	111^	928	573

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	55-64	55+	MEN TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
EVENING CONT'D																										
GOOD TIMES	7	185	168	A	15.1	23	1101	1931	694	258	773	246	460	396	118	253	521	226	326	258	76^	149	172	60^	465	281
MON. 8.00P 30 CBS CS		98	94	B	17.2	26	1254																			
HAPPY DAYS	26	211	209	A	27.3	44	1990	2180	736	299	811	394	560	421	76	188	523	262	357	297	61	126	297	147	549	364
TUE. 8.00P 30 ABC CS		99	99	B	31.9	49	2326																			
HARDY BOYS(S)		179		A	13.3	25	970	2166	611	325	771	312	496	345	91^	216^	535	215^	367	303	70^	119^	325	206^	535	389
1 SAT. 8.00P 60 ABC SM		95																								
8.00 - 8.30				A	12.3	23	897	2114	595	323	767	298	495	330	102^	226^	520	205^	360	292	72^	114^	284	176^	543	401
8.30 - 9.00				A	14.3	26	1042	2205	624	324	772	322	496	356	81^	207^	547	222^	370	309	66^	126^	360	232	526	379
HARVEY KORMAN SHOW	1		186	A	22.5	36	1640	1793	756	277	839	345	549	479	68^	209	534	243	381	309	93^	145	184	63^	236	159
2 TUE. 9.30P 30 ABC CS			97	B	22.5	36	1640																			
HAWAII FIVE-O	19	192		A	23.2	37	1691	1797	785	341	865	274	444	401	145	327	629	213	318	309	119^	234	135^	72^	168	89^
1 THU. 9.00P 60 CBS OP		97		B	20.6	33	1502																			
9.00 - 9.30				A	22.4	35	1633	1816	781	342	865	258	429	401	151	338	620	206	300	303	125^	242	134^	71^	197	99^
9.30 - 10.00				A	24.0	38	1750	1772	789	340	865	289	459	397	140	319	633	220	331	315	110^	224	133	71^	141	77^
HOW THE WEST WAS WON	7		197	A	20.9	33	1524	2325	780	291	858	342	540	449	137^	246	786	321	509	442	114^	233	289	184	392	227
2 SUN. 8.00P 60 ABC EW			99	B	23.6	36	1720																			
8.00 - 8.30				A	20.4	33	1487	2319	780	292	858	338	533	432	141^	255	777	324	503	422	114^	237	286	191	398	224
8.30 - 9.00				A	21.4	33	1560	2323	778	288	857	346	543	465	135^	237	795	319	516	460	118^	230	286	175	385	229
HUSBANDS, WIVES & LOVERS	3		181	A	14.2	27	1035	1739	699	298	767	306	513	471	122^	167^	590	263	435	391	77^	133^	82^	63^	300	198^
2 FRI. 10.00P 60 CBS CS			94	B	15.3	28	1115																			
10.00 - 10.30				A	14.4	26	1050	1717	715	332	780	332	524	474	126^	172^	584	260	421	387	82^	137^	89^	67^	264	188^
10.30 - 11.00				A	13.9	27	1013	1763	690	264	760	284	504	471	116^	164^	594	266	449	395	71^	127^	71^	57v	338	209^
INCREDIBLE HULK	4	178	178	A	20.1	35	1465	2145	655	269	738	339	508	407	106	185	616	303	466	395	75^	120	176	67^	615	388
FRI. 9.00P 60 CBS SF		97	93	B	20.5	35	1494																			
9.00 - 9.30				A	19.6	34	1429	2146	657	254	738	337	511	407	106	187	618	305	470	378	79^	126	172	65^	618	388
9.30 - 10.00				A	20.6	35	1502	2136	649	278	732	337	502	406	105	179	615	303	463	406	73^	118	181	69^	608	386
JEFFERSONS	1		178	A	15.0	28	1094	1794	770	209^	809	245	389	375	151^	347	615	145^	269	230	98^	328	157^	53v	213^	129^
2 SAT. 8.00P 30 CBS CS			94	B	15.0	28	1094																			
JULIE FARR, M.D.	3	188		A	20.2	36	1473	1763	765	327	847	413	633	527	95^	152^	592	349	492	395	48^	72^	169	120^	155^	126^
1 TUE. 10.00P 60 ABC GD		99		B	18.9	32	1378																			
10.00 - 10.30				A	20.1	34	1465	1812	757	319	837	404	626	525	98^	151^	627	357	509	408	52^	83^	178	126^	170	130^
10.30 - 11.00				A	20.4	38	1487	1700	765	330	847	417	632	529	92^	150^	554	337	469	378	44^	62^	163	116^	136^	120^
KOJAK	14		184	A	9.9	19	722	1751	941	316^	985	406	581	417	105^	320^	628	192^	278^	251^	135^	327	56v	29v	82v	38v
2 SAT. 10.00P 60 CBS OP			96	B	12.9	24	940																			
10.00 - 10.30				A	9.8	18	714	1755	944	327^	979	398	563	421	110^	330	614	189^	268^	231^	132^	330	50v	29v	112^	75v
10.30 - 11.00				A	10.0	20	729	1735	936	307^	990	412	595	411	101^	312^	640	198^	290^	266^	137^	324	55v	27v	50v	LT
LATE MOVIE I	124	169	165	A	5.5	26	401	1426	613	217	690	224	426	376	106^	207	620	229	376	332	97^	181	68^	25v	48^	29v
1 MON. 11.30P 99 CBS FF		93	92	B	6.3	26	459																			
1 TUE. 11.30P 103																										
WED. 11.30P 70																										
THU. 11.30P 37																										
2 MON. 12.00M 153																										
2 TUE. 11.30P 104																										
11.30 - 12.00				A	7.1	25	518	1473	631	238	713	231	436	378	111^	214	646	236	389	353	108^	189	56^	21v	58^	41^
CONT'D																										

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
LATE MOVIE I-CONT'D																										
12.00 - 12.30				A	5.6	24	408	1466	634	221	720	217	423	371	123^	238	607	217	351	300	101^	208	79^	30v	60^	35v
12.30 - 1.00				A	4.6	25	335	1406	571	228	640	183	398	346	113^	191	653	281	457	361	85^	149^	106^	23v	LT	LT
1.00 - 1.30				A	3.1	23	226	1049	399^	89v	465^	190v	278^	278^	LT	187v	584^	176v	358^	332^	71v	124v	LT	LT	LT	LT
1.30 - 2.00				A	3.0	33	219	1169	684^	278^	684^	251v	530^	530^	LT	154v	485^	110v	256v	252v	45v	123v	LT	LT	LT	LT
2.00 - 2.30				A	3.0	39	219	909^	461^	LT	461^	260v	260v	306^	LT	155v	448^	110v	242v	274v	LT	64v	LT	LT	LT	LT
LATE MOVIE II	67	166	167	A	3.5	28	255	1145	553	149^	640	278	412	357	74^	165^	439	204^	302	251	47v	82^	50v	35v	LT	LT
1 TUE. 1.13A 29 CBS FF		91	92	B	4.7	28	343																			
1 WED. 12.40A 59																										
1 THU. 12.07A 53																										
2 TUE. 1.14A 66																										
2 WED. 12.40A 72																										
2 THU. 12.07A 117																										
12.00 - 12.30				A	4.6	21	335	1328	537	116^	683	310^	463	350^	66v	143^	645	299^	433	357	100^	147^	LT	LT	LT	LT
12.30 - 1.00				A	3.7	23	270	1237	536	148^	621	259	415	382	56^	132^	546	197^	338	312	74^	130^	19v	LT	51v	25v
1.00 - 1.30				A	3.5	30	255	1133	587	161^	697	321	463	432	51v	167^	393	182^	276	228^	22v	58^	43v	LT	LT	LT
1.30 - 2.00				A	2.9	36	211	1062	536^	137v	621	333^	394^	333^	61v	165^	361^	195^	256^	189^	LT	53v	80v	80v	LT	LT
2.00 - 2.30				A	2.2	43	160	1413^	745^	75v	745^	263v	363v	381^	168v	269v	406^	231v	343v	244v	LT	LT	262v	262v	LT	LT
LAVERNE AND SHIRLEY	23	211	212	A	30.3	47	2209	2098	687	299	763	340	503	403	94	203	543	245	362	315	77	136	266	135	526	360
TUE. 8.30P 30 ABC CS		99	99	B	32.5	49	2369																			
LIFE-TIMES-GRIZZLY ADAMS	18	204	209	A	18.2	29	1327	1940	781	185	878	197	384	342	163	428	621	174	273	244	128	280	178	96	263	129
WED. 8.00P 60 NBC A		97	99	B	18.1	29	1319																			
8.00 - 8.30				A	17.5	28	1276	1937	781	185	890	196	384	335	172	446	633	180	277	238	138	296	172	93	242	120
8.30 - 9.00				A	18.9	30	1378	1938	778	184	865	200	382	343	153	411	609	173	268	246	122	266	180	95	284	141
LITTLE HOUSE-PRAIRIE	25	211	218	A	21.4	32	1560	1949	809	267	887	304	462	388	125	355	554	164	261	238	111	236	154	102	354	224
MON. 8.00P 60 NBC GD		97	99	B	24.0	36	1750																			
8.00 - 8.30				A	20.6	31	1502	1949	812	277	891	290	450	378	125	369	562	166	263	230	113	246	152	100	344	216
8.30 - 9.00				A	22.1	32	1611	1952	808	256	886	316	472	397	125	343	545	164	260	242	109	227	155	104	366	232
LOVE BOAT	10	189	192	A	21.1	37	1538	2079	705	247	792	360	530	418	100	199	574	254	375	289	77^	164	231	125	482	357
SAT. 9.00P 60 ABC CS		98	99	B	22.9	39	1669																			
9.00 - 9.30				A	20.0	36	1458	2086	704	228	784	348	517	418	98	204	586	248	378	304	76^	167	228	128	488	356
9.30 - 10.00				A	22.1	39	1611	2073	703	258	796	369	539	417	104	197	564	259	369	278	77	162	237	125	476	356
LUCAN	2	192		A	20.8	31	1516	2306	767	366	849	293	558	531	85^	182	698	279	454	445	83^	159	238	88^	521	398
1 MON. 8.00P 60 ABC A		99		B	17.8	27	1298																			
8.00 - 8.30				A	19.3	30	1407	2270	743	360	830	288	547	518	84^	179	688	265	440	443	77^	159^	233	94^	519	399
8.30 - 9.00				A	22.3	33	1626	2328	782	368	859	294	564	538	89^	186	707	288	465	449	84^	158	243	84^	519	400
M*A*S*H	9	199	200	A	26.4	38	1925	2006	804	282	890	341	543	446	108	274	642	275	405	337	100	187	208	79	266	160
MON. 9.00P 30 CBS CS		99	99	B	26.3	38	1917																			
MAUDE	9		185	A	9.3	17	678	1864	909	264^	953	274^	470	479	114^	416	624	116^	257^	233^	155^	335^	54v	34v	233^	149^
2 SAT. 9.30P 30 CBS CS			96	B	12.1	21	882																			
MIDNIGHT SPECIAL	26	193	193	A	4.0	30	292	1318	547	178^	585	288^	346^	333^	43v	156^	514	277^	466	410	42v	42v	202^	140^	17v	17v
FRI. 1.00A 90 NBC PC		98	98	B	3.6	26	262																			
1.00 - 1.30				A	5.2	30	379	1443	654	224^	688	360	424	417	55v	175^	538	281^	509	439	16v	16v	199^	122^	18v	18v
1.30 - 2.00				A	3.8	30	277	1466	592	173^	635	350^	393^	376^	29v	151^	553	297^	492	411^	61v	61v	252^	159^	26v	26v
2.00 - 2.30				A	3.1	32	226	876	284^	76v	332^	84v	150^	120v	39v	128v	389^	239^	336^	336^	53v	53v	155^	155^	LT	LT

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MITZI-WHATS HOT,WHATS NOT(S)			196	A	16.9	27	1232	1679	761	188^	835	194	371	346	197	395	591	176^	251	219	123^	283	76^	37v	177^	97^
2 THU. 9.00P 60 CBS GV			99																							
9.00 - 9.30				A	17.6	28	1283	1718	753	194	830	201	366	345	187	392	601	206	275	218	119^	277	83^	42v	204	113^
9.30 - 10.00				A	16.2	27	1181	1630	766	180^	835	185^	374	344	205	396	577	141^	223	222	128^	287	69^	31v	149^	78^
MOWGLI'S BROTHERS(S)			163	A	12.4	19	904	2252	760	339	826	270	484	433	135^	256^	651	223^	405	352	151^	189^	296	147^	479	279
2 TUE. 8.30P 30 CBS EA			94																							
NBA BASKETBALL GAME-FRI.(S)		162		A	3.9	16	284	1310	265^	74v	286^	63v	71v	113v	69v	148v	640^	359^	444^	377^	31v	154v	274^	42v	110v	110v
1 FRI. 11.30P 135 CBS SE		88																								
11.30 - 12.00				A	5.2	16	379	1475	348^	106v	377^	73v	95v	131v	96v	217^	739	388^	525^	369^	LT	190^	250^	29v	109v	109v
12.00 - 12.30				A	4.2	16	306	1333	308^	72v	331^	76v	76v	131v	88v	176v	712^	461^	520^	369^	LT	163v	195v	35v	95v	95v
12.30 - 1.00				A	3.4	16	248	1315	331^	57v	355^	93v	93v	117v	101v	214v	605^	384^	441^	386^	LT	137v	233v	32v	122v	122v
1.00 - 1.30				A	3.3	19	241	1012	71v	54v	87v	30v	30v	57v	LT	LT	427^	232v	291^	364^	63v	63v	386^	58v	112v	112v
NBC LATE NIGHT MOVIE	26	120	119	A	3.2	15	233	1339	601	137^	640	202^	416^	378^	70v	138^	528	231^	399^	283^	42v	129v	171^	81v	LT	LT
1 SUN. 11.30P 69 NBC FF		70	68	B	3.9	16	284																			
2 SUN. 11.30P 97																										
11.30 - 12.00				A	3.6	14	262	1573	715	141^	757	219^	471	473	73v	156^	660	217^	500	382^	65v	160^	156^	52v	LT	LT
12.00 - 12.30				A	3.0	15	219	1411	625	187^	680	224^	451^	429^	78v	141^	526^	298^	416^	261^	23v	110v	205^	105v	LT	LT
12.30 - 1.00				A	2.8	18	204	1039^	408^	84v	462^	197v	319^	122v	69v	143v	348^	98v	181v	181v	49v	167v	229v	127v	LT	LT
NBC MONDAY NIGHT MOVIES	26		199	A	13.6	21	991	1718	711	292	774	242	523	440	107^	199^	755	269	498	430	127^	183^	98^	68^	91^	34v
2 MON. 9.00P 120 NBC FF			99	B	21.6	34	1575																			
9.00 - 9.30				A	15.0	21	1094	1563	710	193^	752	208^	430	363	131^	270	605	164^	332	305	134^	212^	97^	72^	109^	42v
9.30 - 10.00				A	14.5	21	1057	1744	713	302	768	223	510	426	117^	227	776	284	502	420	129^	201^	91^	70^	109^	40v
10.00 - 10.30				A	13.6	21	991	1774	685	335	756	252	559	474	87^	142^	848	337	612	515	124^	158^	91^	59v	79^	39v
10.30 - 11.00				A	11.5	19	838	1770	733	354	820	296	609	500	85^	143^	801	308	564	495	114^	147^	96^	62v	53v	12v
NBC NEWS UPDATE-M-F	127	174	167	A	14.8	23	1079	1981	733	215	820	269	449	390	123	305	614	202	331	309	99	214	189	78	358	227
1 MON. 8.57P 1 NBC N		89	88	B	16.6	25	1210																			
1 TUE. 9.07P 1																										
1 W-F 8.58P 1																										
2 M-F 8.58P 1																										
NBC NEWS UPDATE-SAT.	26	180	175	A	16.7	30	1217	2361	752	235	820	314	487	378	146	286	717	340	470	382	81^	177	333	130	491	344
SAT. 8.58P 1 NBC N		94	93	B	16.3	28	1188																			
NBC NEWS UPDATE-SUN.	26	189	187	A	20.1	30	1465	2035	672	314	710	256	437	392	123	200	725	330	493	421	86	155	218	70^	382	246
SUN. 8.58P 1 NBC N		94	93	B	18.6	27	1356																			
NBC NIGHTLY NEWS-SAT.	25	151	156	A	5.9	15	430	1728	708	228^	772	165^	266^	244^	233^	454	726	213^	360	288	118^	339	201^	172^	29v	29v
1 SAT. 6.30P 30 NBC N		83	74	B	8.1	17	590																			
2 SAT. 6.33P 27																										
NBC NIGHTLY NEWS-SUN.	20	126	143	A	6.6	15	481	1701	786	181^	803	168^	279	289	155^	449	719	190^	284	329	109^	331	60v	21v	119^	59v
1 SUN. 6.45P 15 NBC N		68	76	B	7.7	14	561																			
2 SUN. 6.30P 30																										
NBC NIGHTLY NEWS	129	203	207	A	11.7	25	853	1694	805	209	876	186	341	320	178	459	620	141	259	212	137	315	102	58^	96	62^
M-F 6.30P 30 NBC N		98	99	B	13.7	26	999																			
NBC REPORTS: SPYING(S)		203		A	8.5	15	620	1656	753	185^	790	291^	492	469	174^	237^	769	299^	569	474	142^	200^	38v	9v	59v	59v
1 TUE. 10.00P 60 NBC DN		99																								
10.00 - 10.30				A	9.8	17	714	1640	732	207^	768	299^	479	453	171^	225^	756	302^	569	475	141^	187^	49v	15v	67v	67v
10.30 - 11.00				A	7.2	13	525	1670	779	149^	819	279^	508	491	180^	254^	787	294^	566	469	147^	221^	18v	LT	46v	46v

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC SATURDAY NIGHT MOVIES	27	193	207	A	18.2	33	1327	1924	685	228	735	209	400	394	152	272	791	281	489	452	106	206	218	72^	180	136
SAT. 9.00P 120 NBC FF		98	99	B	16.9	30	1232																			
9.00 - 9.30				A	17.7	31	1290	2060	750	250	797	239	434	416	144	297	791	301	484	434	101	210	264	110	208	142
9.30 - 10.00				A	18.3	32	1334	1976	724	251	774	225	418	405	154	294	799	287	484	454	89^	210	228	80^	175	124
10.00 - 10.30				A	18.7	34	1363	1842	645	207	691	194	380	387	151	247	784	274	491	452	114	202	194	50^	173	145
10.30 - 11.00				A	18.1	35	1319	1818	621	204	677	182	367	374	155	246	793	264	491	466	123	209	187	53^	161	136
NCAA BASKETBALL CHAMP.(S)		210		A	19.9	31	1451	1749	466	197	535	210	371	360	77^	128^	817	330	560	514	103^	198	202	41v	195	138^
1 MON. 9.00P 139 NBC SE		99																								
9.00 - 9.30				A	18.9	28	1378	1832	512	250	579	223	388	385	82^	143^	781	324	524	486	95^	200	200	39v	272	185
9.30 - 10.00				A	20.0	29	1458	1798	466	191	529	211	374	367	68^	126^	818	318	557	512	108^	207	234	47^	217	160^
10.00 - 10.30				A	18.8	28	1371	1764	453	190	519	221	383	369	70^	104^	856	360	609	538	100^	189	203	32v	186	132^
10.30 - 11.00				A	20.8	32	1516	1703	439	203	510	213	370	344	80^	109^	838	353	599	535	99^	184	170	29v	185	131^
NEWSBREAK-M-F	135	164	158	A	15.6	24	1137	1953	734	256	820	273	449	396	135	301	581	223	344	297	98	186	178	71	374	230
1 MON. 8.57P 1 CBS N		88	88	B	15.5	24	1130																			
1 TUTHF 8.58P 1																										
1 WED. 9.58P 1																										
2 M-F 8.58P 1																										
NEWSBREAK-SAT.	27	170	171	A	12.6	23	919	1914	802	239	913	253	425	365	171	421	666	182	326	291	94^	300	113^	50^	222	143
1 SAT. 8.53P 1 CBS N		92	90	B	14.6	25	1064																			
2 SAT. 8.58P 1																										
NEWSBREAK-SUN.	27	170	173	A	17.5	26	1276	1754	725	306	853	275	437	330	146	367	558	175	286	255	103	242	135	53^	208	140
SUN. 8.58P 1 CBS N		92	94	B	20.6	30	1502																			
ON OUR OWN	19	182	191	A	17.9	27	1305	1725	724	284	845	250	419	331	152	369	561	162	271	246	111	263	137	66^	182	129
SUN. 8.30P 30 CBS CS		97	99	B	20.1	29	1465																			
ONE DAY AT A TIME	8	195	189	A	24.3	35	1771	1870	780	267	858	323	503	412	106	282	619	254	372	320	95	194	184	68	209	117
MON. 9.30P 30 CBS CS		99	98	B	24.6	36	1793																			
PAT BOONE AND FAMILY(S)			194	A	18.3	33	1334	2126	804	235	859	223	434	408	132^	366	600	172^	310	298	99^	236	196	143^	471	316
2 SAT. 8.00P 60 ABC GV			99																							
8.00 - 8.30				A	17.3	32	1261	2121	799	222	859	232	431	397	134^	375	588	166^	293	280	100^	240	206	155^	468	305
8.30 - 9.00				A	19.3	35	1407	2123	810	247	858	215	437	420	130^	357	609	180	327	312	99^	231	183	132^	473	322
POLICE STORY-MON	12	169		A	6.3	25	459	1484	577	318^	751	337^	397^	293^	111v	274^	497^	340^	391^	226^	106v	106v	236^	98v	LT	LT
1 MON. 11.30P 66 ABC OP		95		B	7.1	28	518																			
11.30 - 12.00				A	6.4	22	467	1651	625	378^	868	408^	485^	329^	114v	295^	544	348^	439^	268^	105v	105v	239^	103v	LT	LT
12.00 - 12.30				A	6.3	28	459	1344	528	293^	654	261^	309^	250^	106v	278^	458^	336^	351^	187^	107v	107v	232^	92v	LT	LT
POLICE STORY-WED	13	175	176	A	6.0	25	437	1513	551	212^	649	282	460	401	54v	143^	628	316	528	376	25v	74^	152^	144^	84^	65v
1 WED. 11.30P 64 ABC OP		97	97	B	6.7	27	488																			
2 WED. 11.30P 61																										
11.30 - 12.00				A	6.6	24	481	1701	584	218^	690	308	495	413	60v	158^	700	335	586	410	39v	91^	192^	176^	119^	78^
12.00 - 12.30				A	5.5	26	401	1339	518	205^	621	266^	436	392	52v	130^	545	293^	461	338	12v	56v	120^	120^	53v	53v
POLICE WOMAN	2	195	194	A	15.2	29	1108	1714	763	250	806	310	516	497	110	220	663	276	445	367	98^	173	153	86^	92^	66^
THU. 10.00P 60 NBC OP		98	99	B	15.2	29	1108																			
10.00 - 10.30				A	15.3	28	1115	1714	740	257	788	329	514	475	108	210	673	283	457	371	94^	174	140	69^	113	87^
10.30 - 11.00				A	15.0	29	1094	1718	786	244	824	292	518	521	113	230	653	270	434	363	101^	172	168	104^	73^	48^
PRESIDENT COMES HOME(S)			167	A	3.9	10	284	1398	371^	64v	371^	58v	174v	250^	121v	121v	905	257^	500^	528^	148v	247^	122v	59v	LT	LT
2 MON. 11.30P 30 CBS N			95																							

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

EVENING CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
PRESIDENT-SOUTH AMERICA(S)		177		A	5.6	19	408	1600	552^	302^	709	316^	493^	389^	90v	163^	706	357^	538^	357^	LT	120v	112v	112✓	73v	LT
1 THU. 11.30P 30 ABC N		97																								
PROJECT U.F.O.	6	207	207	A	22.9	35	1669	2181	659	325	704	274	462	429	96	166	763	366	549	466	61^	127	261	86	453	290
SUN. 8.00P 60 NBC SF		99	99	B	21.6	33	1575																			
8.00 - 8.30				A	22.0	34	1604	2223	664	327	707	276	467	442	96	160	758	358	547	469	53^	120	276	96	482	311
8.30 - 9.00				A	23.8	36	1735	2137	654	324	699	270	451	417	96	173	767	378	553	459	69^	133	242	77	429	273
QUARK	6	188	187	A	13.4	25	977	1869	589	191	645	239	409	364	94^	199	564	312	422	346	84^	174	189	55^	371	256
FRI. 8.00P 30 NBC CS		95	95	B	15.0	27	1094																			
QUINCY, M.E.	23	198	204	A	18.0	33	1312	1715	761	284	811	288	488	492	129	251	647	208	359	362	143	220	112	42^	145	118
FRI. 10.00P 60 NBC OP		99	99	B	19.1	33	1392																			
10.00 - 10.30				A	17.9	32	1305	1727	770	282	817	288	495	494	130	253	646	209	352	356	148	223	106	44^	158	122
10.30 - 11.00				A	18.1	34	1319	1690	754	287	808	292	485	490	129	249	641	203	360	364	137	213	110	36^	131	113
R.BROCKELMAN: PRIVATE EYE	3	208	208	A	16.8	29	1225	1610	749	298	772	215	398	391	140	300	608	167	277	273	151	281	103	58^	127	70^
FRI. 9.00P 60 NBC PD		99	99	B	16.8	29	1225																			
9.00 - 9.30				A	16.4	29	1196	1630	752	291	776	215	404	395	133	298	618	173	282	274	145	287	101	56^	135	68^
9.30 - 10.00				A	17.3	30	1261	1575	740	300	762	213	389	384	144	299	598	165	274	269	155	274	97	57^	118	72^
REDD FOXX(S)			176	A	4.8	21	350	1383	557^	125v	623^	154v	220^	295^	117v	274^	613^	214^	418^	354^	102v	112v	105v	97v	42v	42v
2 TUE. 11.30P 64 ABC GV			97																							
11.30 - 12.00				A	5.4	20	394	1442	581^	208^	651	173^	284^	361^	109v	243^	578^	235^	388^	304^	100v	114v	131v	112v	82v	82v

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
12.00 - 12.30				A	4.4	22	321	1290	530^	37v	586^	134v	146v	222^	128v	309^	626^	189^	448^	394^	107v	107v	78v	78v	LT	LT
RHODA	20	186	187	A	18.6	29	1356	1728	755	279	861	258	405	326	158	393	577	168	275	266	121	264	121	66^	169	120
SUN. 8.00P 30 CBS CS		98	99	B	20.7	31	1509																			
SAM	3	175	159	A	14.7	24	1072	1925	729	201	764	160	351	324	148	369	647	179	307	292	141	281	135	60^	379	227
TUE. 8.00P 30 CBS OP		97	89	B	14.9	24	1086																			
SATURDAY NIGHT	16		198	A	8.8	31	642	1773	476	236^	604	370	505	358^	39v	87v	773	516	681	464	48v	78v	279^	125^	117^	102^
2 SAT. 11.30P 84 NBC GV			97	B	9.3	30	678																			
11.30 - 12.00				A	10.8	32	787	1659	526	212^	613	309	471	378	58v	120^	701	439	587	425	46v	84^	209^	108^	136^	106^
12.00 - 12.30				A	8.5	31	620	1968	435	241^	585	382	504	347^	29v	69v	900	634	817	494	51v	81v	344^	146^	139^	139^
12.30 - 1.00				A	6.7	30	488	1666	448^	285^	614	472^	567	333^	18v	47v	710	480^	650	493	45v	60v	301^	120v	41v	41v
SHIELDS AND YARNELL	7	173		A	10.9	17	795	1743	661	133^	736	166^	338	329	105^	365	573	185^	302	259^	79^	244^	136^	70v	298	217^
1 TUE. 8.30P 30 CBS CV		96		B	11.7	17	853																			
60 MINUTES	29	200	205	A	23.4	41	1706	1694	727	316	830	244	397	362	129	349	758	249	423	412	128	272	62^	19^	44^	28^
SUN. 7.00P 60 CBS DN		99	99	B	24.5	40	1786																			
7.00 - 7.30				A	22.9	42	1669	1667	710	313	818	237	385	360	125	348	739	239	407	397	123	270	64^	14v	46^	31^
7.30 - 8.00				A	23.9	40	1742	1717	739	317	837	250	406	364	130	346	780	260	442	427	131	275	61^	25^	39^	27^
SOAP	23	179		A	24.7	38	1801	1966	733	368	838	419	629	489	71^	138	602	333	480	391	57^	83^	326	187	200	167
1 TUE. 9.30P 30 ABC CS		98		B	22.2	34	1618																			
STARSKY AND HUTCH	10	193	199	A	17.6	31	1283	1720	682	300	793	360	578	458	84^	170	529	196	371	322	78^	127	245	131	153	118
WED. 10.00P 60 ABC OP		99	99	B	20.5	35	1494																			
10.00 - 10.30				A	18.4	31	1341	1731	674	311	785	360	581	453	87^	166	519	194	363	312	78^	126	249	136	178	136
10.30 - 11.00				A	16.9	31	1232	1692	686	288	797	357	572	460	81^	174	533	197	374	332	76^	125	237	122	125	98
STARSKY AND HUTCH-11:30 CONT'D	12	176	178	A	6.2	29	452	1378	652	194^	701	213^	351	346	125^	252^	580	341	434	316	37v	60v	97^	78^	LT	LT

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
STARSKY AND HUTCH--CONT'D																										
1 THU. 12.00M 66 ABC OP		97	97	B	7.1	28	518																			
2 THU. 11.30P 66																										
11.30 - 12.00				A	6.8	24	496	1413	805	183^	863	264^	425^	355^	160^	315^	480	136^	245^	347^	77v	105v	70v	70v	LT	LT
12.00 - 12.30				A	6.1	28	445	1400	662	212^	727	227^	386	371	127^	245^	553	321	411	301	34v	70^	120^	76^	LT	LT
12.30 - 1.00				A	6.1	34	445	1285	515^	200^	515^	140^	222^	312^	77v	203^	696	556	628	299^	LT	LT	74v	74v	LT	LT
TED KNIGHT SHOW	1		180	A	12.9	23	940	1906	771	180^	837	263	408	394	136^	355	700	159^	298	265	130^	368	137^	50v	232^	152^
2 SAT. 8.30P 30 CBS CS			94	B	12.9	23	940																			
THREE'S COMPANY	26	198	204	A	29.2	45	2129	2011	763	334	841	364	575	477	74	191	577	273	426	358	66	115	262	141	331	231
TUE. 9.00P 30 ABC CS		99	99	B	28.5	42	2078																			
TOMA	10		168	A	3.6	24	262	1305	676^	111v	798^	222v	332^	291^	207v	355^	454^	233^	252^	245^	103v	103v	53v	53v	LT	LT
2 THU. 12.36A 30 ABC OP			96	B	4.6	27	335																			
TOMORROW SHOW	104	171	171	A	2.2	21	160	1356	761	261^	786	275^	386	393	81v	287^	481	219^	332^	268^	57v	125^	76v	44v	LT	LT
1 MON. 1.19A 45 NBC CC		97	97	B	2.6	21	190																			
1 TU-TH 1.00A 45																										
2 M-TH 1.00A 45																										
1.00 - 1.30				A	2.6	23	190	1384	799	279^	810	289^	379	359	94^	320	490	207^	316	237^	73v	157^	73v	42v	LT	LT
1.30 - 2.00				A	1.7	21	124	589^	379v	LT	379v	267v	379v	379v	LT	LT	210v	154v	210v	210v	LT	LT	LT	LT	LT	LT
TONIGHT SHOW	130	212	211	A	7.5	30	547	1484	708	227	761	311	437	413	96^	224	594	291	397	327	68^	151	88^	35^	41^	35^
1 MON. 11.49P 80 NBC GV		99	99	B	8.2	31	598																			
1 TU&TH 11.30P 79																										
1 WED. 11.30P 78																										
1 FRI. 11.30P 76																										
2 M & TU 11.30P 75																										
2 WED. 11.30P 79																										
2 TH & F 11.30P 78																										
11.30 - 12.00				A	9.5	32	693	1547	722	205	778	311	452	432	102	227	633	300	418	366	82^	158	104	42^	32^	26^
12.00 - 12.30				A	7.1	30	518	1444	705	240	757	317	431	408	90^	224	560	285	378	300	61^	147	78^	29^	49^	43^
12.30 - 1.00				A	3.6	22	262	1324	435^	61v	435^	126v	228v	297^	54v	138v	889^	389^	588^	438^	LT	226v	LT	LT	LT	LT
TUESDAY MOVIE OF THE WEEK	24	173		A	4.7	19	343	1414	617^	123v	621^	289^	385^	314^	65v	106v	793	393^	700	400^	58v	93v	LT	LT	LT	LT
1 TUE. 11.30P 62 ABC FF		96		B	5.8	24	423																			
11.30 - 12.00				A	5.3	19	386	1472	694	109v	694	295^	421^	384^	55v	111v	778	350^	677	439^	59v	101v	LT	LT	LT	LT
12.00 - 12.30				A	4.1	18	299	1391	551^	134v	551^	284^	351^	250^	74v	97v	840	455^	753^	372^	60v	87v	LT	LT	LT	LT
WALTONS	24	204	201	A	21.3	34	1553	1916	855	266	956	255	392	373	176	464	548	172	247	231	110	240	152	87	260	132
THU. 8.00P 60 CBS GD		98	99	B	20.9	33	1524																			
8.00 - 8.30				A	19.8	33	1443	1932	858	263	960	241	376	362	179	483	551	165	238	224	112	253	149	84	272	139
8.30 - 9.00				A	22.6	36	1648	1911	860	271	960	270	411	384	174	451	548	181	256	239	111	229	151	88	252	126
WEDNESDAY MOVIE OF-WEEK(S)		192		A	14.3	23	1042	1775	748	218^	793	280	444	426	107^	270	749	307	481	440	149^	229	171^	61^	62^	39v
1 WED. 9.00P 120 NBC FF		98																								
9.00 - 9.30				A	14.7	23	1072	1910	778	219	832	255	445	444	120^	303	812	287	462	439	199^	296	194^	64^	72^	45v
9.30 - 10.00				A	14.2	22	1035	1919	810	251	868	321	520	462	110^	275	799	330	516	478	153^	238	205^	52v	47v	47v
10.00 - 10.30				A	14.7	25	1072	1616	683	194^	719	276	407	401	89^	226	706	296	472	422	136^	205^	141^	65^	50v	27v
10.30 - 11.00				A	13.5	25	984	1657	726	208^	762	280	408	404	103^	273	678	312	472	427	108^	176^	143^	60v	74^	33v
WED. MYSTERY OF THE WEEK	24	165	166	A	3.0	23	219	1406	620	241^	648	213^	424^	488^	22v	142^	644	400^	583	356^	37v	61v	60v	60v	54v	54v
1 WED. 12.34A 65 ABC SM		94	94	B	3.5	24	255																			
CONT'D																										

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WED. MYSTERY OF TH-CONT'D																										
2 WED. 12.31A 64																										
12.30 - 1.00				A	3.5	23	255	1486	616	279^	636	244^	452^	486	46v	129^	690	443^	603	371^	41v	87v	97v	97v	63v	63v
1.00 - 1.30				A	2.8	24	204	1319	614	211^	643	182^	397^	476^	LT	147v	593	382^	559^	329^	34v	34v	24v	24v	59v	59v
WEEKEND(S)		164		A	5.8	21	423	1376	679	222^	679	146^	433^	482^	168^	176^	688	284^	456^	506^	50v	121v	LT	LT	LT	LT
1 SAT. 11.30P 89 NBC DN		91																								
11.30 - 12.00				A	7.3	22	532	1291	597	126^	597	106v	372^	445	134^	152^	673	205^	400^	496	77v	158^	21v	LT	LT	LT
12.00 - 12.30				A	5.4	20	394	1404	673	224^	673	124v	444^	535^	138v	138v	731	315^	522^	569^	31v	99v	LT	LT	LT	LT
12.30 - 1.00				A	4.7	21	343	1469	807	370^	807	238^	510^	470^	256^	256^	662^	376^	470^	440^	33v	88v	LT	LT	LT	LT
WELCOME BACK,KOTTER	27	197	192	A	16.7	28	1217	2003	658	306	757	330	540	423	64^	142	599	256	389	343	66^	164	263	85^	384	276
THU. 8.00P 30 ABC CS		98	99	B	20.4	33	1487																			
WONDER WOMAN	23	184	177	A	16.2	29	1181	1953	632	217	680	293	418	344	96^	225	596	254	393	336	88^	168	162	65^	515	289
FRI. 8.00P 60 CBS SF		93	94	B	15.6	27	1137																			
8.00 - 8.30				A	14.7	27	1072	1873	639	222	684	276	407	347	107^	234	564	229	360	317	88^	168	157	62^	468	254
8.30 - 9.00				A	17.7	31	1290	2012	624	210	674	306	424	338	90^	217	617	271	416	350	89^	169	170	67^	551	313
WONDERFUL WORLD OF DISNEY	24	211	211	A	16.8	29	1225	2300	665	231	719	273	443	384	101	211	644	257	418	359	74^	164	310	132	627	368
SUN. 7.00P 60 NBC FV		99	99	B	17.4	28	1268																			
7.00 - 7.30				A	14.8	27	1079	2250	655	209	713	256	418	360	97^	227	628	243	403	339	72^	169	277	122	632	366
7.30 - 8.00				A	18.7	31	1363	2340	674	246	725	290	463	403	107	201	655	269	431	374	73^	159	333	139	627	369
WRLDS LARGEST-CNTRY MUSIC(S)			202	A	19.0	32	1385	1733	812	214	909	253	442	447	165^	357	601	175	326	326	125^	222	109^	39v	114^	67^
2 WED. 9.00P 120 NBC PC			99																							
9.00 - 9.30				A	19.9	32	1451	1810	823	205	919	273	443	443	187	357	588	163	313	316	123^	214	128^	48^	175	81^
9.30 - 10.00				A	20.0	32	1458	1800	812	191	929	269	449	463	165	347	582	164	303	301	126^	227	133^	45^	156^	93^
10.00 - 10.30				A	19.0	32	1385	1638	780	220	860	214	418	432	146^	349	621	176	333	342	126^	229	95^	35v	62^	47^
10.30 - 11.00				A	17.2	32	1254	1642	823	241	912	247	450	439	159^	371	613	199	363	347	121^	210	65^	23v	52^	41v
YOUNG PIONEERS	2	188	186	A	16.4	27	1196	2329	836	208	978	480	680	443	114	237	729	345	496	406	76^	179	229	161	393	260
1 SUN. 7.00P 120 ABC GD		98	98	B	16.4	27	1196																			
2 SUN. 7.00P 60																										
7.00 - 7.30				A	12.8	23	933	2389	823	184	982	473	666	438	109^	246	743	363	528	423	74^	167	227	156	437	272
7.30 - 8.00				A	15.8	26	1152	2322	845	211	978	490	666	423	116	253	727	325	488	406	93^	193	232	156	385	246
8.00 - 8.30				A	20.3	31	1480	2291	835	209	976	488	689	435	112^	225	717	358	474	383	71^	183	211	159	387	274
8.30 - 9.00				A	21.1	31	1538	2272	835	232	966	455	693	477	114^	216	715	336	479	396	66^	172	239	173	352	252
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			181	A	7.8	25	569	1949	593	148^	672	313^	497	366^	107^	160^	374^	106v	221^	199^	62v	122^	369^	262^	534	407^
2 WED. 4.30P 60 ABC FV			97																							
4.30 - 5.00				A	6.9	23	503	2006	669	106v	759	319^	492	385^	161^	231^	343^	102v	227^	205^	62v	86v	441^	317^	463^	339^
5.00 - 5.30				A	8.6	26	627	1907	534	182^	606	313^	501	352^	67v	105^	398	109^	213^	191^	61v	152^	310^	218^	593	465
ALL IN THE FAMILY M-F	92	195	193	A	7.6	26	554	1478	681	68^	771	254	442	377	127	289	327	122	160	105^	56^	145	178	76^	202	118
M-F 3.30P 30 CBS CS		98	98	B	8.9	27	649																			
ALL MY CHILDREN	129	186	185	A	7.8	31	569	1425	868	232	932	483	687	531	62^	160	269	141	177	132	31^	78^	130	96^	94^	47^
M-F 1.00P 60 ABC DD		98	98	B	8.5	31	620																			
1.00 - 1.30				A	8.1	33	590	1422	885	238	943	483	698	546	64^	167	265	139	169	127	28^	80^	131	93^	83^	41^
1.30 - 2.00				A	7.5	29	547	1415	843	229	914	483	671	508	60^	154	270	145	183	135	34^	77^	132	102^	99^	48^
ANOTHER WORLD	126	207	207	A	8.4	30	612	1381	847	86^	901	279	452	437	146	366	228	59^	97	87^	48^	124	120	101	132	62^
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1978 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
ANOTHER WORLD-CONT'D																										
M-F 3.00P 60 NBC DD		99	99	B	8.7	28	634																			
3.00 - 3.30				A	7.9	29	576	1325	835	67^	895	296	454	431	142	364	210	60^	94^	89^	49^	112	105	91^	115	51^
3.30 - 4.00				A	9.0	31	656	1393	842	94	888	259	440	434	147	360	232	56^	94	76^	48^	133	129	108	144	72^
AS THE WORLD TURNS	127	199	198	A	8.4	33	612	1275	903	154	968	254	498	451	155	419	197	36^	94^	83^	33^	98	31^	27^	79^	28^
M-F 1.30P 60 CBS DD		99	99	B	8.7	31	634																			
1.30 - 2.00				A	7.9	31	576	1257	886	172	950	244	469	426	163	436	220	41^	102	83^	41^	114	26^	22v	61^	17v
2.00 - 2.30				A	8.9	34	649	1277	911	134	974	258	516	464	148	404	175	27^	85^	82^	26^	84^	35^	31^	93	35^
CAPTAIN KANGAROO	129	187	187	A	3.5	21	255	1671	357	36v	373	204^	291	221^	46v	70^	110^	60^	75^	67^	LT	26v	77^	27v	1111	349
M-F 8.00A 60 CBS C		99	99	B	3.6	21	262																			
8.00 - 8.30				A	3.3	20	241	1768	373	37v	385	191^	290	225^	58v	86^	120^	53v	71^	67^	LT	37v	84^	29v	1179	399
8.30 - 9.00				A	3.8	22	277	1509	328	33v	339	202^	277	214	32v	47v	91^	55^	65^	59^	LT	21v	61^	22v	1018	297
CBS MID-DAY NEWS-EDWARDS	128	174	174	A	6.0	27	437	1279	878	177	940	267	478	382	187	439	172	47^	70^	65^	47^	97^	47^	39^	120^	42^
M-F 11.55A 4 CBS N		90	90	B	5.8	25	423																			
CBS MORNING NEWS	130	176	176	A	2.2	15	160	1319	575	106^	587	125^	274^	224^	119^	313^	356^	130^	168^	162^	51v	163^	51v	LT	325^	175^
M-F 7.15A 45 CBS N		96	96	B	2.2	16	160																			
7.30 - 8.00				A	2.2	15	160	1406	601	94^	613	157^	301^	245^	112^	312^	350^	125^	163^	157^	49v	162^	43v	LT	400	175^
DAYS OF OUR LIVES	129	206	206	A	6.5	25	474	1257	771	136	865	299	460	415	146	342	244	100^	122^	103^	42^	113^	69^	61^	79^	45^
M-F 1.30P 60 NBC DD		99	99	B	7.0	25	510																			

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
1.30 - 2.00				A	6.1	24	445	1292	779	148	873	292	449	406	159	363	252	100^	119^	96^	48^	124^	68^	59^	99^	51^
2.00 - 2.30				A	6.9	27	503	1217	761	120	854	305	467	422	132	321	232	99^	123	105^	37^	103^	73^	64^	58^	34^
DOCTORS	126	201	201	A	6.3	25	459	1179	762	91^	862	284	441	392	135	371	189	67^	87^	87^	31v	98^	71^	58^	57^	33^
M-F 2.30P 30 NBC DD		98	98	B	6.6	23	481																			
EDGE OF NIGHT	123	168	167	A	4.8	17	350	1423	871	173	948	335	557	483	135^	351	205	119^	139^	106^	LT	54^	144^	97^	126^	64^
M-F 4.00P 30 ABC DD		90	89	B	5.3	17	386																			
FAMILY FEUD	128	182	181	A	8.7	40	634	1461	726	98	790	342	478	406	84^	215	307	121	177	145	45^	111	84^	46^	280	112
M-F 11.30A 30 ABC QP		99	99	B	8.7	38	634																			
FOR RICHER, FOR POORER	73	169	167	A	3.5	15	255	1404	753	176^	820	271	408	289	129^	381	239	109^	142^	74^	51v	86^	117^	78^	228^	172^
1 M-F 1.00P 30 NBC DD		82	82	B	3.9	14	284																			
2 MWTHF 1.00P 30																										
GENERAL HOSPITAL	54	187	187	A	6.5	23	474	1327	829	173	914	422	606	466	95^	249	188	77^	99^	103^	18v	60^	126	99^	99^	66^
M-F 3.00P 60 ABC DD		98	98	B	7.4	23	539																			
3.00 - 3.30				A	6.2	23	452	1332	838	155	920	438	613	468	94^	251	199	80^	107^	107^	20v	64^	122^	99^	91^	59^
3.30 - 4.00				A	6.7	23	488	1324	830	182	912	410	605	467	97^	248	178	72^	95^	104^	15v	53^	127	96^	107^	70^
GONG SHOW	79	177	176	A	4.2	18	306	1520	702	85^	768	225	327	284	40v	376	400	111^	148^	150^	17v	204	94^	52^	258	138^
M-F 12.30P 30 NBC QG		88	87	B	5.0	19	365																			
GOOD MORNING, AMERICA-730	130	178	178	A	3.0	20	219	1315	744	242^	767	315	461	411	82^	274	301	142^	183^	168^	59v	105^	59v	41v	188^	95^
1 MTUWF 7.30A 30 ABC N		97	97	B	3.1	21	226																			
1 THU. 7.33A 27																										
2 M-F 7.30A 30																										
GOOD MORNING, AMERICA-830	130	186	186	A	3.6	21	262	1420	774	153^	820	221^	438	423	115^	336	260	95^	122^	122^	72^	118^	88^	42v	252	119^
M-F 8.30A 30 ABC N		94	94	B	3.6	21	262																			

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME (WK #, DAY, START TIME, DUR, NET, PROG. TYPE)	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
GUIDING LIGHT	96	195	194	A	7.6	29	554	1325	892	122	968	265	508	464	151	393	163	53^	95^	76^	34^	63^	61^	42^	133	66^
M-F 2.30P 60 CBS DD		99	99	B	8.1	27	590																			
2.30 - 3.00				A	7.9	31	576	1286	921	129	986	273	525	483	155	391	131	41^	86^	75^	18v	39^	43^	34^	126	52^
3.00 - 3.30				A	7.4	27	539	1332	848	108^	933	255	484	434	141	388	189	64^	102^	76^	46^	81^	72^	44^	138	74^
HAPPY DAYS M-F	128	173	173	A	6.1	30	445	1467	501	114^	557	328	462	301	36^	70^	221	134	155	120^	32v	49^	200	108^	489	171
M-F 11.00A 30 ABC CS		96	96	B	6.4	30	467																			
HOLLYWOOD SQUARES	125	191	191	A	5.4	28	394	1277	701	71^	747	158	270	270	119^	411	330	150	195	122^	23v	99^	63^	40^	137^	86^
M-F 10.30A 30 NBC QP		95	95	B	5.4	27	394																			
KNOCKOUT	122	198	197	A	4.5	21	328	1363	695	110^	723	77^	224	256	138^	430	426	167^	214	92^	21v	188	82^	48^	132^	104^
M-F 11.30A 30 NBC QP		97	97	B	4.9	22	357																			
LOVE OF LIFE	128	189	190	A	6.1	28	445	1285	865	146	924	291	486	412	151	396	174	54^	76^	65^	51^	93^	44^	35^	143	43^
M-F 11.30A 30 CBS DD		97	97	B	6.0	27	437																			
MAGAZINE(S)			190	A	3.6	23	262	1279	793^	80v	797^	282^	603^	527^	96v	194v	252^	62v	146v	146v	106v	106v	LT	LT	230v	LT
2 THU. 10.00A 60 CBS DN			97																							
10.00 - 10.30				A	2.9	19	211	1265	758^	LT	758^	303^	577^	511^	62v	181v	213v	80v	147v	147v	66v	66v	LT	LT	294^	LT
10.30 - 11.00				A	4.2	25	306	1304	834	134v	834	268^	624^	545^	121v	210^	280^	48v	146v	146v	134v	134v	LT	LT	190v	LT
MATCH GAME '78	68	148	146	A	5.3	17	386	1311	726	134^	804	234	374	350	140^	347	310	87^	154	116^	49^	141^	76^	46^	121^	76^
M-F 4.00P 30 CBS QP		81	80	B	6.2	18	452																			
ONE LIFE TO LIVE	55	188	187	A	6.1	24	445	1369	859	173	915	452	659	527	81^	201	238	116^	140	127^	24v	59^	130^	89^	86^	38^
M-F 2.00P 60 ABC DD		99	99	B	7.5	26	547																			
2.00 - 2.30				A	5.8	22	423	1371	851	191	908	473	671	522	71^	185	248	128^	151	135^	24v	59^	137^	92^	78^	31v
2.30 - 3.00				A	6.5	25	474	1327	856	154	904	422	636	521	86^	214	219	105^	125	116^	21v	57^	117^	84^	87^	41^
PASS THE BUCK	4		154	A	3.2	19	233	1223	734	159^	764	267^	503	447^	77v	223^	121v	22v	22v	22v	29v	99v	111v	64v	227^	69v
2 MTUWF 10.00A 30 CBS QG			83	B	3.2	19	233																			
PRICE IS RIGHT 1	70	178	176	A	5.3	27	386	1402	714	165	751	272	428	361	86^	265	275	61^	110^	109^	49^	147^	72^	44^	304	106^
1 M-F 10.30A 30 CBS AP		92	92	B	6.2	29	452																			
2 MTUWF 10.30A 30																										
PRICE IS RIGHT 2	73	178	175	A	5.6	28	408	1309	734	149	801	248	397	326	101^	353	258	49^	95^	109^	31v	130^	52^	37^	198	71^
M-F 11.00A 30 CBS AP		92	92	B	6.7	29	488																			
RYAN'S HOPE	129	178	178	A	6.5	28	474	1422	877	234	958	472	680	527	56^	195	253	112^	149	133	47^	78^	122^	76^	89^	32^
M-F 12.30P 30 ABC DD		95	95	B	7.1	28	518																			
SANFORD AND SON M-F	127	166	164	A	4.8	27	350	1363	633	171	664	186	349	343	86^	261	440	159^	228	172	48^	183	88^	28v	171	103^
M-F 10.00A 30 NBC CS		89	87	B	4.8	26	350																			
SEARCH FOR TOMORROW	127	190	190	A	7.4	32	539	1345	906	189	963	312	539	452	157	378	226	59^	80^	56^	75^	146	50^	37^	106^	33^
M-F 12.30P 30 CBS DD		97	97	B	7.6	30	554																			
SPECIAL TREAT(S)			177	A	7.0	20	510	1749	930	348^	930	267^	519	441^	63v	384^	446^	162^	295^	243^	12v	151^	206^	172^	167^	152^
2 TUE. 4.00P 60 NBC FV			93																							
4.00 - 4.30				A	6.8	20	496	1587	833	335^	833	170^	443^	443^	52v	390^	474	162^	305^	262^	LT	169^	215^	215^	65v	34v
4.30 - 5.00				A	7.1	20	518	1902	1025	363^	1025	357^	591	442^	72v	382^	418^	161^	287^	225^	23v	131^	195^	132^	264^	264^
TATTLETALES	64	159		A	3.8	20	277	1538	748	84v	755	282^	452	380^	83v	249^	242^	51v	65v	59v	35v	166^	234^	111^	307^	133^
1 M-F 10.00A 30 CBS QG		84		B	4.6	23	335																			

(Audience composition: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES)

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
TO SAY THE LEAST	124	168	168	A	3.0	13	219	1434	759	156^	800	224^	353	270	131^	388	320	68^	128^	92^	40v	173^	95^	45v	219^	164^
M-F 12.00N 30 NBC QP		86	86	B	3.7	15	270																			
TODAY SHOW-7.30AM	129	216	216	A	4.3	28	313	1438	866	233	885	144^	377	381	210	443	447	108^	136^	99^	128^	288	39v	19v	67^	46v
M-F 7.30A 30 NBC N		99	99	B	4.3	28	313																			
TODAY SHOW-8.30AM	130	212	212	A	4.9	30	357	1420	832	173	866	146^	368	367	145^	400	417	56^	129^	155^	103^	248	55^	LT	82^	34v
M-F 8.30A 30 NBC N		99	99	B	4.7	29	343																			
$20,000 PYRAMID	55	160	159	A	5.0	22	365	1386	652	109^	731	364	510	378	90^	181	255	110^	154^	143^	48^	84^	101^	66^	299	117^
M-F 12.00N 30 ABC QG		88	87	B	5.8	22	423																			
WHEEL OF FORTUNE	127	202	202	A	5.7	28	416	1392	741	69^	796	106^	252	288	173	462	393	138^	179	102^	53^	182	49^	31v	154	104^
M-F 11.00A 30 NBC QG		98	98	B	5.8	27	423																			
YOUNG AND THE RESTLESS	127	194	194	A	7.9	34	576	1299	888	167	931	331	582	482	177	314	171	53^	65^	69^	60^	92^	75^	59^	122	29^
M-F 12.00N 30 CBS DD		97	97	B	7.9	32	576																			
•WEEKEND DAYTIME																										
ABC SPORTS MAGAZINE	8	171		A	6.7	19	488	1742	364^	248^	364^	190^	331^	254^	12v	33v	810	488	721	486	26v	52v	290^	187^	278^	174^
1 SUN. 4.15P 15 ABC SC		92		B	10.3	27	751																			
ABC WEEKEND SPECIALS	27	176	174	A	5.1	24	372	1637	330	132^	411	222^	293^	218^	24v	113^	386	209^	278^	213^	88^	88^	256^	135^	584	355
SAT. 12.00N 30 ABC FV		94	96	B	6.1	23	445																			
ABC WIDE WORLD-SPORTS SAT	21	194	185	A	10.3	29	751	1676	507	230	590	225	384	382	62^	127^	681	278	414	404	99^	215	173	79^	232	160
SAT. 5.00P 90 ABC SA		99	99	B	10.9	27	795																			
5.00 - 5.30				A	9.9	30	722	1706	498	231	585	215	386	392	67^	121^	687	259	387	388	131^	238	173	65^	261	182
5.30 - 6.00				A	10.2	29	744	1586	457	253	552	217	371	366	60^	110^	657	265	392	384	92^	219	157^	69^	220	142^
6.00 - 6.30				A	10.9	29	795	1731	561	202	631	242	394	391	60^	150	686	302	449	432	76^	189	193	103^	221	159
ABC WIDE WORLD-SPORTS SUN	13	178	168	A	8.7	25	634	1808	471	238	537	255	428	324	34v	69^	774	405	567	434	78^	149^	319	160^	178^	110^
1 SUN. 4.30P 90 ABC SA		97	95	B	12.6	31	919																			
2 SUN. 3.30P 90																										
3.30 - 4.00				A	6.0	20	437	2146	520^	289^	657	253^	590	457^	37v	67v	754	387^	490^	440^	103v	168^	517^	183^	218^	107v
4.00 - 4.30				A	6.7	22	488	1711	475^	217^	541	208^	428^	380^	43v	75v	735	342^	477^	371^	91v	195^	312^	89v	123v	65v
4.30 - 5.00				A	7.9	23	576	1844	465	241	509	210	413	319	28v	74^	806	411	607	442	58^	148^	299	148^	230	138^
5.00 - 5.30				A	11.6	30	846	1682	480	239^	545	320	422	289	29v	59v	791	441	613	454	86^	136^	259^	160^	87^	60v
5.30 - 6.00				A	11.8	29	860	1773	449	218^	517	292	388	263^	44v	72^	741	410	567	433	74^	122^	299	196^	216^	154^
ALL NEW SUPERFRIENDS I	28	185	183	A	4.4	31	321	1486	181^	69v	181^	118^	118^	136^	LT	LT	74v	LT	LT	74v	LT	LT	96^	50v	1135	686
SAT. 8.00A 30 ABC CA		97	97	B	4.1	33	299																			
ALL NEW SUPERFRIENDS II	28	185	185	A	6.6	35	481	1532	198^	67^	198^	160^	160^	153^	LT	LT	73^	35v	47v	61v	LT	LT	106^	57v	1155	690
SAT. 8.30A 30 ABC CA		97	97	B	6.2	36	452																			
AMERICAN BANDSTAND '78	24	160	154	A	4.4	21	321	1636	324^	122^	513	332^	425	245^	LT	88v	307^	162^	211^	144^	96^	96^	435	328^	381	253^
SAT. 12.30P 60 ABC PC		85	85	B	5.6	21	408																			
12.30 - 1.00				A	4.2	20	306	1699	330^	128^	510	376^	451	274^	LT	59v	300^	170^	216^	148^	84v	84v	415	323^	474	310^
1.00 - 1.30				A	4.5	22	328	1601	322^	121^	523	299^	408	223^	LT	115^	308^	152^	200^	136^	108^	108^	465	342^	305^	204^
AMERICAN SPORTSMAN	2	162	174	A	7.5	21	547	1832	515	229	559	251	443	401	28v	94^	825	385	621	486	68^	156^	187^	96^	261	181^
1 SUN. 3.30P 45 ABC SA		88	97	B	7.5	21	547																			
2 SUN. 5.00P 60																										
3.30 - 4.00				A	7.2	21	525	1615	449	230^	449	223^	307^	304^	LT	82v	803	389^	632	463	47v	131^	123^	55v	240^	174^
CONT'D																										

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WEEKEND DAYTIME CONT'D																										
AMERICAN SPORTSMAN-CONT'D																										
5.00 - 5.30				A	6.9	20	503	2030	601	239^	666	276^	542	508	52v	124^	836	379^	588	469	96v	203^	234^	149^	294^	223^
5.30 - 6.00				A	8.2	22	598	1898	542	203^	605	254^	514	436	34v	91v	873	397	634	497	80v	186^	179^	69v	241^	144^
ANIMALS, ANIMALS, ANIMALS	26	129	134	A	2.3	13	168	1798	482^	256^	482^	291^	440^	304^	42v	42v	483^	358^	440^	299^	30v	30v	184^	60v	649^	411^
SUN. 11.30A 30 ABC CL		78	82	B	3.2	14	233																			
BAGGY PANTS & THE NITWITS	9	198	176	A	3.8	17	277	1686	333^	120^	372^	163^	220^	212^	88v	88v	206^	167^	167^	73v	29v	29v	335^	119^	773	470
SAT. 11.00A 30 NBC CA		98	82	B	5.2	20	379																			
BATMAN/TARZAN ADV I	19	198	198	A	6.6	30	481	1909	354	110^	354	281	329	170^	11v	25v	336	246^	313	206^	LT	23v	265	128^	954	500
SAT. 10.30A 30 CBS CA		99	99	B	8.6	33	627																			
BATMAN/TARZAN ADV II	19	198	199	A	7.2	33	525	1741	393	128^	393	292	359	206^	14v	34v	237	169^	223^	113^	14v	14v	192^	98^	919	421
SAT. 11.00A 30 CBS CA		99	99	B	9.7	37	707																			
BUGS BUNNY/ROAD RUNNER 1	19	202	197	A	8.0	35	583	1863	287	100^	287	214	257	130^	30v	30v	307	188^	231	179^	17v	43v	336	116^	933	501
SAT. 9.00A 30 CBS CA		99	99	B	7.2	32	525																			
BUGS BUNNY/ROAD RUNNER 2	19	202	197	A	8.9	37	649	1912	336	118^	338	256	323	161^	15v	15v	356	226	291	220	LT	29v	295	123^	923	508
SAT. 9.30A 30 CBS CA		99	99	B	9.0	36	656																			
BUGS BUNNY/ROAD RUNNER 3	19	201	197	A	8.5	36	620	2013	359	147^	359	252	336	193	17v	19v	426	306	378	252	LT	26v	266	113^	962	511
SAT. 10.00A 30 CBS CA		99	99	B	9.8	38	714																			
CBS SAT. FILM FESTIVAL	21	156	141	A	3.3	15	241	1606	460^	75v	526	220^	319^	265^	LT	186^	320^	175^	217^	149^	42v	66v	75v	33v	685	432^
SAT. 1.30P 30 CBS CL		85	85	B	4.5	16	328																			
CBS SPORTS SPECTACULAR	25	178		A	4.6	16	335	1576	615^	140v	717	427^	547^	314^	90v	159v	674^	293^	460^	389^	83v	214^	116v	65v	69v	69v
1 SAT. 4.00P 120 CBS SA		94		B	7.1	19	518																			
4.00 - 4.30				A	4.7	18	343	1397	461^	170v	461^	347^	461^	350^	LT	LT	683^	298^	421^	333^	139v	262^	189^	84v	64v	64v
4.30 - 5.00				A	5.1	18	372	1570	506^	140v	724	460^	589^	358^	33v	135v	608^	285^	413^	344^	71v	195^	171^	88v	67v	67v
5.00 - 5.30				A	4.1	14	299	1645	729^	150v	823	441^	606^	311^	143v	217^	699^	327^	515^	441^	57v	184v	56v	56v	67v	67v
5.30 - 6.00				A	4.7	15	343	1598	759	99v	820	428^	505^	210^	187^	275^	682^	247^	471^	425^	62v	211^	23v	23v	73v	73v
CHALLENGE OF THE SEXES	12	143	157	A	4.6	18	335	1591	653	270^	685	286^	432	284^	93^	226^	579	240^	332^	239^	125^	170^	159^	117^	168^	122^
1 SUN. 1.00P 45 CBS SE		77	82	B	5.7	20	416																			
2 SUN. 1.00P 22																										
1.00 - 1.30				A	4.2	18	306	1523	598	284^	644	276^	436	268^	95v	192^	579	288^	382^	294^	33v	96v	147^	110^	153^	102^
DINAH SHORE GOLF-SAT.(S)		170		A	4.1	13	299	1281	412^	71v	513^	168v	232^	288^	137v	214^	662^	214^	291^	231^	191v	334^	86v	86v	20v	20v
1 SAT. 5.00P 90 NBC SE		90																								
5.00 - 5.30				A	3.7	13	270	937	286^	71v	348^	118v	218v	218v	130v	130v	463^	92v	145v	193v	85v	270^	126v	126v	LT	LT
5.30 - 6.00				A	3.8	12	277	1245	361^	61v	458^	191v	267^	350^	97v	97v	664^	235^	296^	242^	118v	328^	123v	123v	LT	LT
6.00 - 6.30				A	4.7	14	343	1603	557^	73v	688	183^	210^	296^	175v	377^	834	300^	407^	256^	339^	400^	29v	29v	52v	52v
DINAH SHORE GOLF-SUN.(S)		171		A	7.5	20	547	1611	669	97v	736	171^	258^	321^	116^	338^	765	187^	338^	330^	103v	367^	20v	15v	90v	83v
1 SUN. 4.02P 163 NBC SE		94																								
4.00 - 4.30				A	5.9	18	430	1370	516^	114v	544^	65v	88v	230^	84v	249^	650	143^	277^	249^	70v	328^	41v	LT	135v	135v
4.30 - 5.00				A	6.7	19	488	1395	562	102v	589	77v	123v	215^	117v	315^	728	166^	335^	319^	81v	339^	LT	LT	78v	78v
5.00 - 5.30				A	6.9	18	503	1543	657	90v	710	115v	203^	279^	96v	353^	715	195^	287^	310^	98v	368^	LT	LT	118v	118v
5.30 - 6.00				A	7.7	20	561	1840	821	86v	873	269^	359^	454	98v	341^	908	228^	437	429	123^	404^	13v	13v	46v	46v
6.00 - 6.30				A	9.5	23	693	1696	685	98^	801	234^	357	354	144^	353	773	202^	348	315^	116^	368	34v	34v	88^	67v
DYNAMIC DUOS	6	142		A	3.5	12	255	1875	320^	127v	394^	100v	216v	116v	111v	178v	891^	373^	589^	392^	148v	251^	390^	77v	200v	56v
2 SUN. 3.30P 30 NBC SE		76		B	3.4	11	248																			

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WEEKEND DAYTIME CONT'D																										
FACE THE NATION	26	161	185	A	2.0	11	146	1315	684^	226^	753^	233^	370^	328^	124v	336^	562^	157v	226^	205v	123v	336^	LT	LT	LT	LT
SUN. 11.30A 30 CBS CC		93	99	B	3.1	15	226																			
FAT ALBERT AND COSBY KIDS	10	195	196	A	5.3	25	386	1694	327	39v	371	200^	300^	244^	LT	62v	249^	114^	207^	162^	14v	24v	219^	90^	855	433
SAT. 12.00N 30 CBS CA		98	99	B	6.9	28	503																			
GHOST BUSTERS	27	63	65	A	1.7	11	124	1621	251^	113v	299^	193v	234v	234v	65v	65v	419^	113v	217v	371^	LT	48v	185v	LT	718^	533^
SUN. 9.00A 30 CBS CL		53	56	B	1.4	10	102																			
GO GO GLOBETROTTERS I	9	204	204	A	5.2	27	379	1515	204^	96^	207^	119^	146^	136^	46v	46v	174^	78v	110^	68v	56v	56v	168^	47v	966	568
SAT. 8.30A 30 NBC CA		99	99	B	4.8	26	350																			
GO GO GLOBETROTTERS II	9	204	204	A	5.8	27	423	1920	424	112^	457	309	403	292	33v	33v	173^	92^	115^	83^	48v	48v	202^	70v	1088	733
SAT. 9.00A 30 NBC CA		99	99	B	5.9	26	430																			
GO GO GLOBETROTTERS III	9	205	205	A	6.2	27	452	1900	313	113^	397	280	335	233^	34v	34v	124^	80^	80^	63v	30v	30v	268	116^	1111	720
SAT. 9.30A 30 NBC CA		99	99	B	6.3	26	459																			
GO GO GLOBETROTTERS IV	9	205	205	A	5.9	26	430	1851	282	100^	380	224^	293	191^	63v	63v	129^	83^	83^	70v	26v	26v	302	104^	1040	649
SAT. 10.00A 30 NBC CA		99	99	B	5.8	23	423																			
GREAT GRAPE APE	26	89	92	A	2.8	16	204	1647	437^	270^	437^	211^	437^	348^	LT	LT	367^	201^	234^	265^	LT	LT	176^	43v	667	446^
SUN. 11.00A 30 ABC CA		65	66	B	3.3	15	241																			
GREENSBORO OPEN-SAT.(S)		158		A	3.3	13	241	1423	353^	120v	481^	175v	245v	307^	59v	174v	681^	253^	270^	153v	188v	337^	261^	261^	LT	LT
1 SAT. 3.30P 90 NBC SE		85																								
3.30 - 4.00				A	3.4	14	248	1508	400^	130v	432^	121v	181v	181v	61v	251^	794^	286^	335^	238v	217v	363^	282^	282^	LT	LT
4.00 - 4.30				A	3.3	13	241	1402	365^	129v	602^	237v	307^	399^	50v	203v	556^	207v	207v	54v	158v	295^	244v	244v	LT	LT
4.30 - 5.00				A	3.1	12	226	1381	292^	98v	415^	176v	256v	353^	62v	62v	704^	269^	269^	168v	191v	363^	262v	262v	LT	LT
GREENSBORO OPEN-SUN.(S)		150		A	4.2	14	306	1343	428^	94v	496^	104v	121v	189v	98v	219^	651^	78v	233^	224^	119v	377^	LT	LT	183v	141v
1 SUN. 2.00P 122 NBC SE		87																								
2.00 - 2.30				A	3.7	13	270	1107	519^	82v	585^	189v	189v	197v	122v	281^	392^	LT	122v	122v	66v	270^	LT	LT	130v	104v
2.30 - 3.00				A	4.2	14	306	1095	373^	92v	432^	98v	98v	121v	105v	213^	512^	LT	134v	180v	110v	332^	LT	LT	151v	151v
3.00 - 3.30				A	4.2	13	306	1572	441^	160v	519^	78v	101v	248^	96v	193v	806	185v	336^	331^	121v	408^	24v	LT	223^	160v
3.30 - 4.00				A	4.8	15	350	1474	387^	52v	452^	65v	105v	195^	74v	192^	794	106v	289^	237^	153v	451^	22v	LT	206^	135v
HONG KONG PHOOEY	9	193	191	A	3.9	27	284	1521	247^	141^	247^	119^	148^	152^	46v	46v	126^	67v	67v	61v	38v	38v	204^	35v	944	585
SAT. 8.00A 30 NBC CA		98	97	B	3.4	24	248																			
IN THE NEWS- 8.26AM	25	199	196	A	4.4	26	321	1508	343^	44v	343^	97^	224^	224^	119^	119^	96^	65v	65v	65v	31v	31v	181^	LT	888	496
SAT. 8.26A 3 CBS N		99	99	B	3.3	22	241																			
IN THE NEWS- 8.56AM	19	197	195	A	6.1	29	445	1512	290	90^	290	150^	228^	187^	62v	62v	89^	65v	65v	65v	19v	24v	290	108^	843	479
SAT. 8.56A 3 CBS N		98	96	B	5.1	26	372																			
IN THE NEWS- 9.56AM	19	202	197	A	9.0	38	656	1965	335	119^	335	260	321	163^	14v	14v	381	247	316	232	8v	32v	279	114^	970	536
SAT. 9.56A 3 CBS N		99	99	B	9.5	38	693																			
IN THE NEWS-10.26AM	28	201	197	A	7.7	33	561	2045	382	157^	382	265	349	200^	17v	25v	448	344	419	247	LT	29v	242	95^	973	513
SAT. 10.26A 3 CBS N		99	99	B	8.8	34	642																			
IN THE NEWS-10.56AM	28	198	198	A	6.5	30	474	1835	339	118^	339	269	315	170^	LT	24v	328	236^	304	198^	13v	24v	238^	133^	930	478
SAT. 10.56A 3 CBS N		99	99	B	8.2	32	598																			
IN THE NEWS-11.26AM	28	198	199	A	6.8	31	496	1659	407	143^	410	300	368	209^	17v	42v	224^	161^	211^	101^	13v	13v	196^	80^	829	399
SAT. 11.26A 3 CBS N		99	99	B	8.9	34	649																			

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
IN THE NEWS-11.56AM	28	197	198	A	5.0	23	365	1682	412	125^	429	271^	370	242^	LT	45v	185^	113^	156^	114^	17v	29v	219^	123^	849	413
SAT. 11.56A 3 CBS N		97	98	B	7.9	30	576																			
IN THE NEWS-12.26PM	28	195	196	A	5.2	24	379	1536	286^	19v	313^	166^	268^	213^	LT	37v	264^	123^	220^	175^	13v	20v	145^	93^	814	417
SAT. 12.26P 3 CBS N		98	99	B	6.8	26	496																			
IN THE NEWS-12.56PM	26	191	191	A	4.8	23	350	1374	298^	55v	323^	169^	246^	180^	LT	77v	166^	112^	126^	105^	LT	23v	182^	88^	703	303^
SAT. 12.56P 3 CBS N		95	96	B	6.9	26	503																			
IN THE NEWS- 1.26PM	23	164	152	A	3.8	17	277	1552	394^	32v	419^	163^	250^	231^	LT	144^	386^	204^	280^	225^	35v	54v	105v	42v	642	369^
SAT. 1.26P 3 CBS N		87	87	B	5.3	19	386																			
IN THE NEWS- 1.56PM	24	157	142	A	3.4	15	248	1569	419^	52v	480^	200^	282^	223^	LT	190^	347^	185^	221^	150^	53v	89v	60v	37v	682	428^
SAT. 1.56P 3 CBS N		86	86	B	4.4	16	321																			
IN THE NEWS- 9.26AM	27	63	65	A	2.1	13	153	1614	248^	98v	327^	196v	235^	235^	92v	92v	386^	111v	203^	347^	LT	39v	195v	LT	706^	503^
SUN. 9.26A 3 CBS N		53	56	B	1.7	12	124																			
IN THE NEWS- 9.56AM	27	59	61	A	1.9	11	139	1647	259^	LT	295^	259^	295^	115v	LT	LT	468^	129v	265^	410^	LT	58v	122v	LT	762^	403^
SUN. 9.56A 3 CBS N		52	55	B	2.0	12	146																			
INT'L AMATEUR BOXING	7	161	168	A	6.6	22	481	1867	472	259	472	259	340	281	13v	89^	868	430	641	530	80^	136^	247^	53v	280	138^
SUN. 2.30P 60 ABC SE		91	94	B	9.9	28	722																			
2.30 - 3.00				A	5.8	20	423	1920	475	257^	475	260^	329	259^	19v	108^	887	426	628	551	87^	144^	228^	27v	330	186^
3.00 - 3.30				A	7.5	24	547	1775	455	257	459	252	337	289	LT	74^	836	424	637	506	75^	128^	248	70^	232	97^

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
ISSUES AND ANSWERS	28	164	171	A	2.7	14	197	2198	791	207^	913	308^	416^	341^	66v	497^	690	193^	345^	360^	176^	273^	132v	LT	463^	331^
SUN. 12.00N 30 ABC CC		96	97	B	2.9	12	211																			
JABBERJAW	26	82	92	A	2.7	15	197	1817	442^	213^	442^	158^	371^	295^	71v	71v	335^	158^	187^	187^	LT	LT	136v	35v	904	585^
SUN. 10.30A 30 ABC CA		59	61	B	2.8	14	204																			
KROFFT SUPERSHOW '78 I	27	188	185	A	6.3	29	459	1882	255^	96^	258^	177^	237^	171^	21v	21v	292	177^	239^	141^	38v	38v	247^	93^	1085	688
SAT. 11.00A 30 ABC CL		98	96	B	7.8	30	569																			
KROFFT SUPERSHOW '78 II	28	188	185	A	6.4	29	467	1782	245^	116^	264	159^	228^	157^	LT	36v	296	159^	225^	171^	30v	30v	237^	70^	985	634
SAT. 11.30A 30 ABC CL		98	96	B	7.8	30	569																			
LAND OF THE LOST	9	187	160	A	4.1	19	299	1375	212^	54v	212^	81v	131^	123^	54v	54v	191^	84v	144^	144^	30v	30v	249^	113^	723	492
SAT. 12.00N 30 NBC CL		93	84	B	5.2	21	379																			
MASTERS GOLF TOURN.-SAT.(S)			193	A	6.9	23	503	1692	557	121^	575	159^	291^	314^	93v	219^	776	189^	328^	428^	205^	296^	248^	24v	93v	21v
2 SAT. 4.00P 120 CBS SE			99																							
4.00 - 4.30				A	5.4	20	394	1797	576^	155^	593^	161^	298^	338^	67v	234^	773	217^	410^	502^	163^	250^	245^	26v	186^	70v
4.30 - 5.00				A	6.5	22	474	1920	596	96v	613	196^	334^	357^	100v	225^	833	216^	403^	514	198^	275^	323^	31v	151^	34v
5.00 - 5.30				A	7.6	24	554	1659	603	132^	619	204^	341^	337^	117^	214^	765	206^	303^	388^	226^	299^	236^	24v	39v	LT
5.30 - 6.00				A	7.9	24	576	1486	487	106^	506	89v	211^	241^	88v	219^	754	134^	237^	357^	220^	345^	200^	18v	26v	LT
MASTERS GOLF TOURN.-SUN.(S)			196	A	9.8	29	714	1640	604	238^	616	177^	316^	287^	125^	256^	862	333	482	459	182^	308^	67v	14v	95^	37v
2 SUN. 4.00P 120 CBS SE			99																							
4.00 - 4.30				A	8.5	29	620	1582	538	182^	538	120^	264^	247^	101^	241^	871	298^	459	480	159^	318^	60v	15v	113^	85v
4.30 - 5.00				A	10.4	32	758	1656	610	258^	624	180^	341	300^	131^	235^	876	323	470	449	195^	328	74v	39v	82^	36v
5.00 - 5.30				A	10.9	32	795	1755	658	266^	673	230^	355	321	146^	269^	899	383	528	475	190^	313	61v	LT	122^	28v
5.30 - 6.00				A	9.4	26	685	1518	592	230^	608	158^	287^	264^	120^	278^	788	314^	454	428	168^	267^	71v	LT	51v	LT
MEET THE PRESS	26	157	196	A	3.2	16	233	2047	746	370^	811	193^	346^	262^	115v	395^	896	305^	399^	326^	223^	407^	154^	LT	186^	139^
SUN. 12.30P 30 NBC CC		85	99	B	3.3	15	241																			

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WEEKEND DAYTIME CONT'D																										
NBA BASKETBALL GAME	12	176	184	A	6.8	22	496	1411	418	164^	497	169^	268	219^	85^	201^	711	284	415	415	107^	210^	134^	43v	69^	42v
1 SUN. 1.45P 135 CBS SE		95	98	B	6.8	20	496																			
2 SUN. 1.30P 150																										
1.30 - 2.00				A	5.0	19	365	1819	534^	238^	577^	282^	429^	329^	39v	117v	940	442^	546^	606^	111v	238^	173^	44v	129v	100v
2.00 - 2.30				A	6.9	24	503	1412	428	159^	476	168^	249	219^	74^	195^	760	322	453	433	112^	218^	119^	37v	57v	38v
2.30 - 3.00				A	6.9	22	503	1441	403	98^	463	140^	247	179^	98^	200^	722	271	408	421	125^	215^	143^	39v	113^	56v
3.00 - 3.30				A	6.7	20	488	1383	369	193^	486	157^	244	184^	89^	213^	723	307	434	435	94^	203^	133^	48v	41v	27v
3.30 - 4.00				A	7.8	23	569	1299	408	196^	508	153^	258	239	91^	209^	612	211	347	346	94^	201^	128^	37v	51v	32v
NBC MAJOR LEAGUE PRE GAME	1		201	A	4.1	19	299	1595	424^	231^	491^	122v	284^	281^	76v	137v	388^	LT	101v	188v	67v	200v	160v	71v	556^	338^
2 SAT. 1.00P 15 NBC SC			96	B	4.1	19	299																			
NBC MAJOR LEAGUE BASEBALL	1		203	A	7.1	29	518	1728	363^	72v	417^	97v	163^	166^	84v	178^	835	267^	394^	348^	129^	354^	219^	78v	257^	157^
2 SAT. 1.15P 170 NBC SE			96	B	7.1	29	518																			
1.30 - 2.00				A	6.9	30	503	1694	366^	102v	432^	135^	203^	191^	99v	175^	708	180^	285^	283^	113v	342^	219^	65v	335^	174^
2.00 - 2.30				A	7.2	31	525	1691	337^	44v	408^	131^	180^	147^	100v	176^	710	194^	277^	252^	129^	362^	230^	83v	343^	189^
2.30 - 3.00				A	7.9	33	576	1719	383^	68v	444	71v	143^	175^	79v	198^	791	229^	363^	285^	134^	351^	230^	81v	254^	166^
3.00 - 3.30				A	7.3	29	532	1744	392^	56v	433^	63v	133^	167^	81v	203^	943	359^	507	424^	146^	350^	248^	98v	120^	85v
3.30 - 4.00				A	7.3	28	532	1801	294^	47v	320^	57v	118^	133^	74v	130^	1059	407^	592	508	139^	366^	205^	64v	217^	138^
NBC MAJOR LEAGUE GAME 2(S)			200	A	7.9	25	576	1439	285^	71v	321^	65v	135^	114^	88v	151^	862	280^	449	447	139^	295^	128^	48v	128^	83v
2 SAT. 4.05P 148 NBC SE			95																							
4.00 - 4.30				A	6.6	24	481	1551	222^	23v	251^	54v	77v	42v	80v	155^	973	403^	544	480^	108v	335^	117v	52v	210^	169^
4.30 - 5.00				A	6.6	23	481	1528	199^	23v	226^	43v	69v	44v	80v	139^	979	411^	565	467^	129^	283^	140^	54v	183^	105v
5.00 - 5.30				A	8.1	26	590	1303	199^	36v	238^	52v	86v	71v	66v	115^	839	248^	425	449	134^	278^	131^	36v	95v	69v
5.30 - 6.00				A	8.9	27	649	1367	318^	85v	358^	71v	190^	159^	89v	138^	842	230^	423	464	155^	289^	111^	32v	56v	35v
6.00 - 6.30				A	9.2	26	671	1459	395	141^	435	81v	187^	182^	114^	193^	760	190^	371	407	146^	292^	136^	62v	128^	72v
PRO BOWLERS TOUR	13	189	174	A	6.7	24	488	1736	609	162^	683	195^	379	359	54v	221^	670	182^	293	288	157^	318	196^	80^	187^	119^
SAT. 3.30P 90 ABC SE		97	97	B	8.2	25	598																			
3.30 - 4.00				A	6.2	24	452	1704	642	98^	690	194^	385	365	51v	214^	624	170^	280	264	146^	288	188^	77^	202^	143^
4.00 - 4.30				A	6.6	24	481	1707	597	170^	680	169^	354	367	54v	227^	690	173^	285	282	165^	343	172^	77^	165^	100^
4.30 - 5.00				A	7.2	24	525	1825	600	210^	696	218^	407	361	60^	223^	701	203^	319	319	159^	325	228	84^	200^	122^
SCHOOLHOUSE ROCK- 8.55AM	28	185	185	A	6.0	30	437	1487	195^	60v	198^	171^	171^	150^	LT	LT	62v	25v	38v	62v	LT	LT	115^	60v	1112	682
SAT. 8.55A 4 ABC CA		97	97	B	5.9	32	430																			
SCHOOLHOUSE ROCK- 9.55AM	8	189	189	A	6.0	26	437	1407	171^	32v	171^	131^	142^	104^	12v	21v	101^	51v	51v	52v	12v	24v	156^	64v	979	572
SAT. 9.55A 4 ABC CA		99	99	B	7.0	28	510																			
SCHOOLHOUSE ROCK-10.55AM	27	189	188	A	5.8	26	423	1610	235^	89^	235^	158^	192^	182^	21v	21v	172^	106^	106^	64v	42v	42v	191^	102^	1012	658
SAT. 10.55A 4 ABC CA		99	99	B	8.4	33	612																			
SCHOOLHOUSE ROCK-11.55AM	28	188	185	A	6.1	28	445	1573	220^	103^	260^	161^	221^	131^	LT	39v	252^	139^	195^	155^	16v	16v	223^	63v	838	574
SAT. 11.55A 4 ABC CA		98	96	B	7.0	27	510																			
SCHOOLHOUSE ROCK-10.55AM	26	82	92	A	2.9	16	211	1891	454^	208^	454^	180^	394^	309^	60v	60v	361^	191^	223^	180^	LT	LT	161^	38v	915	588
SUN. 10.55A 4 ABC CA		59	61	B	3.0	14	219																			
SCHOOLHOUSE ROCK-11.55AM	26	129	134	A	2.3	13	168	1690	428^	249^	428^	208^	393^	244^	35v	35v	239^	130v	191^	149v	LT	LT	238^	71v	785	495^
SUN. 11.55A 4 ABC CA		78	82	B	3.2	14	233																			
SCOOBY'S-LAFF-LYMPICS I	28	189	189	A	6.4	30	467	1587	173^	51v	178^	129^	129^	112^	24v	37v	118^	66v	75^	52v	LT	16v	168^	64v	1123	722
SAT. 9.00A 30 ABC CA		99	99	B	7.0	33	510																			

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WEEKEND DAYTIME CONT'D																										
SCOOBY'S-LAFF-LYMPICS II	28	189	189	A	6.4	28	467	1456	173^	35v	173^	124^	140^	112^	13v	23v	97^	55v	59v	58v	LT	10v	170^	79^	1016	604
SAT. 9.30A 30 ABC CA		99	99	B	8.9	37	649																			
SCOOBY'S-LAFF-LYMPICS III	28	189	188	A	6.2	27	452	1369	197^	55v	202^	151^	163^	136^	LT	22v	115^	69^	69^	49v	14v	25v	148^	55v	904	562
SAT. 10.00A 30 ABC CA		99	99	B	9.1	36	663																			
SCOOBY'S-LAFF-LYMPICS IV	28	189	188	A	6.7	31	488	1549	231^	88^	234^	156^	189^	172^	24v	24v	155^	82^	82^	50v	51v	51v	186^	86^	974	624
SAT. 10.30A 30 ABC CA		99	99	B	9.4	37	685																			
SECRETS OF ISIS	10	196	197	A	5.5	25	401	1746	444	142^	461	309	403	255^	16v	47v	205^	133^	179^	121^	19v	26v	199^	107^	881	405
SAT. 11.30A 30 CBS CL		97	98	B	7.3	29	532																			
SPACE ACADEMY	10	191	191	A	4.8	23	350	1403	277^	43v	302^	157^	237^	178^	LT	62v	190^	113^	148^	138^	LT	22v	204^	83v	707	308^
SAT. 12.30P 30 CBS CL		95	96	B	7.1	28	518																			
SPACE SENTINELS	9	193	171	A	4.2	19	306	1415	229^	59v	248^	135^	190^	135^	38v	38v	193^	164^	164^	81v	20v	20v	317^	88v	657	421
SAT. 11.30A 30 NBC CA		95	80	B	5.2	21	379																			
SPEED BUGGY	10	197	195	A	5.2	26	379	1665	316	89^	316	165^	239^	194^	77v	77v	132^	69v	69v	69v	39v	63v	267^	114^	950	576
SAT. 8.30A 30 CBS CA		98	96	B	4.5	23	328																			
SPORTSWORLD	10		169	A	5.2	15	379	1615	466^	153v	501^	101v	277^	336^	76v	113v	675	226^	400^	321^	112v	191^	254^	63v	185^	156v
2 SUN. 4.00P 120 NBC SE			89	B	5.0	15	365																			
4.00 - 4.30				A	4.6	15	335	1540	409^	141v	442^	108v	269^	280^	76v	102v	586^	220^	343^	242^	98v	175v	272^	56v	240^	186^
4.30 - 5.00				A	5.0	15	365	1575	469^	149v	502^	110v	269^	331^	74v	124v	619^	214^	392^	313^	112v	153v	248^	54v	206^	159v
5.00 - 5.30				A	4.7	14	343	1630	481^	137v	504^	70v	253^	344^	65v	114v	708	207^	422^	401^	88v	155v	269^	67v	149v	128v
5.30 - 6.00				A	6.5	17	474	1635	490^	173^	524	104v	299^	363^	83v	104v	734	246^	425^	322^	131^	244^	229^	68v	148^	148^
THINK PINK PANTHER	9	208	202	A	5.1	23	372	2113	381	133^	450	233^	347	235^	65v	65v	336	211^	254^	173^	55v	55v	366	180^	951	528
SAT. 10.30A 30 NBC CA		99	99	B	5.6	22	408																			
THREE ROBONIC STOOGES	10	199	196	A	3.6	23	262	1531	336^	19v	336^	88v	229^	210^	107v	107v	102v	66v	66v	66v	36v	36v	179^	LT	914	523
SAT. 8.00A 30 CBS CA		99	99	B	3.2	22	233																			
THUNDER	9	167	131	A	3.8	18	277	1787	263^	51v	273^	86v	141^	145^	85v	85v	300^	155^	216^	218^	54v	54v	196^	72v	1018	795
SAT. 12.30P 30 NBC CL		87	74	B	4.1	17	299																			
U.S. GRAND PRIX WEST(S)		164		A	5.8	16	423	1582	449^	137v	449^	144^	185^	142v	100v	220^	881	222^	489^	545^	130v	269^	135v	26v	117v	83v
1 SUN. 4.00P 120 CBS SE		92																								
4.00 - 4.30				A	5.2	16	379	1546	424^	114v	424^	135v	181^	124v	102v	221^	940	245^	459^	523^	190^	354^	101v	LT	81v	47v
4.30 - 5.00				A	6.3	18	459	1516	395^	81v	395^	152^	181^	130v	94v	178^	912	226^	515	529	168^	286^	100v	LT	109v	78v
5.00 - 5.30				A	5.9	16	430	1553	448^	163^	448^	166^	203^	152^	79v	203^	883	212^	511^	571	93v	256^	129v	18v	93v	93v
5.30 - 6.00				A	6.0	16	437	1636	509^	177^	509^	119v	169^	149^	116v	270^	762	196^	448^	538	65v	183^	200^	79v	165^	101v
WACKO	18	59	61	A	1.8	11	131	1740	251^	LT	305^	274^	305^	144v	LT	LT	466^	115v	244^	397^	LT	69v	160v	LT	809^	450^
SUN. 9.30A 30 CBS CL		52	55	B	1.8	11	131																			
WHAT'S NEW, MISTER MAGOO	15	164	152	A	4.1	19	299	1605	381^	33v	408	173^	260^	236^	LT	135^	401	207^	292^	238^	43v	62v	103^	44v	693	401
SAT. 1.00P 30 CBS CA		87	87	B	6.2	23	452																			
YOUR TURN: LTRS-CBS NEWS(S)		87		A	1.3	8	95	1263^	515v	LT	515v	221v	221v	190v	LT	294v	515v	263v	263v	LT	137v	252v	127v	127v	106v	106v
1 SUN. 10.30A 30 CBS N		63																								

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. MAR. 27, 1978

WEEK 1

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	18,590				20,050							
TOTAL AUDIENCE (%)	25.5				27.5							
Program	Lucan (8:00–9:00) (OP)				ABC Monday Night Movie "LITTLE LADIES OF THE NIGHT" (9:00-10:54PM)(R) (1)							
AVERAGE AUDIENCE (Households (000))	15,160				13,630							
AVERAGE AUDIENCE (%)	20.8	19.3*		22.3*	18.7	17.1*		18.2*		20.2*		19.3*
SHARE OF AUDIENCE %	31	30 *		33 *	28	25 *		27 *		31 *		31 *
AVG. AUD. BY ¼ HR. %	18.2	20.4	22.3	22.2	16.6	17.6	18.1	18.3	20.4	20.1	20.2	17.8

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	12,540		13,340		24,790		22,230		22,670			
TOTAL AUDIENCE (%)	17.2		18.3		34.0		30.5		31.1			
Program	Good Times		Baby, I'm Back (OP)		M*A*S*H		One Day at a Time		CBS: On The Air (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000))	11,150		12,540		22,090		20,850		17,860			
AVERAGE AUDIENCE (%)	15.3		17.2		30.3		28.6		24.5	25.0*		24.1*
SHARE OF AUDIENCE %	24		25		44		42		38	38 *		39 *
AVG. AUD. BY ¼ HR. %	14.8	15.7	16.1	18.2	29.5	31.1	28.5	28.6	24.9	25.2	24.3	23.9

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	19,390				23,330							
TOTAL AUDIENCE (%)	26.6				32.0							
Program	Little House On The Prairie (R) (OP)				NCAA Basketball Championship "KENTUCKY VS. DUKE" (9:00-11:19PM)(2)							
AVERAGE AUDIENCE (Households (000))	15,670				14,510							
AVERAGE AUDIENCE (%)	21.5	20.9*		22.1*	19.9	18.9*		20.0*		18.8*		20.8*
SHARE OF AUDIENCE %	32	32 *		32 *	31	28 *		29 *		28 *		32 *
AVG. AUD. BY ¼ HR. %	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

EVE. MON. APR. 3, 1978

WEEK 2

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	19,170				26,540				40,530			
TOTAL AUDIENCE (%)	26.3				36.4				55.6			
Program	Captain and Tennile (8:00-9:00PM)				Cher . . . Special (9:00-10:00PM) (OP)				50th Annual Academy Awards (10:00-12:55AM)(2)			
AVERAGE AUDIENCE (Households (000))	14,000				19,540				26,460			
AVERAGE AUDIENCE (%)	19.2	18.8*		19.7*	26.8	26.4*		27.1*	36.3	41.1*		43.5*
SHARE OF AUDIENCE %	32	31 *		32 *	40	39 *		42 *	68	62 *		68 *
AVG. AUD. BY ¼ HR. %	18.8	18.8	19.3	20.1	26.7	26.1	27.2	27.0	39.9	42.2	43.5	43.5

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	12,680		12,390		18,660		16,110		8,380			
TOTAL AUDIENCE (%)	17.4		17.0		25.6		22.1		11.5			
Program	Good Times		Baby, I'm Back (OP)		M*A*S*H (R)		One Day at a Time		CBS News Special "ANATOMY OF A SCANDAL" (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000))	10,860		11,450		16,400		14,510		5,250			
AVERAGE AUDIENCE (%)	14.9		15.7		22.5		19.9		7.2	8.5*		5.9*
SHARE OF AUDIENCE %	22		22		32		29		12	13 *		10 *
AVG. AUD. BY ¼ HR. %	14.6	15.2	15.3	16.1	22.4	22.7	19.7	20.1	9.9	7.1	6.2	5.7

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	18,740				17,640							
TOTAL AUDIENCE (%)	25.7				24.2							
Program	Little House On The Prairie (R) (OP)				NBC Monday Night Movies "THE WIND AND THE LION" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))	15,450				9,910							
AVERAGE AUDIENCE (%)	21.2	20.2*		22.1*	13.6	15.0*		14.5*		13.6*		11.5*
SHARE OF AUDIENCE %	31	30 *		31 *	21	21 *		21 *		21 *		19 *
AVG. AUD. BY ¼ HR. %	19.4	20.9	22.1	22.2	15.4	14.6	15.1	13.9	14.0	13.3	11.8	11.1

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	56.8	59.5	60.2	62.4	63.8	65.9	67.1	69.5	69.2	69.6	68.9	68.3	66.1	65.5	64.0	59.5
WK 2	55.6	57.5	59.2	62.3	65.7	68.0	69.5	71.1	70.5	70.3	69.7	68.3	65.0	62.9	61.0	58.4

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "AMERICANS ALL", ABC, (10:54-11:00PM)(SUS.).
(2) FOR REMAINING RATINGS, SEE OP PAGES

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 28, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					21,430		23,690		22,960		19,030		18,660			
TOTAL AUDIENCE (%)					29.4		32.5		31.5		26.1		25.6			
Program					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Soap (OP)		Julie Farr, M.D.			
AVERAGE AUDIENCE (Households (000))					19,680		21,510		21,800		18,010		14,730			
AVERAGE AUDIENCE (%)					27.0		29.5		29.9		24.7		20.2	20.1*		20.4*
SHARE OF AUDIENCE %					43		45		46		38		36	34 *		38 *
AVG. AUD. BY ¼ HR. %					25.8	28.3	28.8	30.3	29.7	30.1	25.0	24.4	20.2	20.0	20.5	20.3
CBS TV TOTAL AUDIENCE (Households (000))					12,100		9,840		16,040				22,090			
TOTAL AUDIENCE (%)					16.6		13.5		22.0				30.3			
Program					Sam		Shields and Yarnell (OP)		All In The Family Special (9:00-10:00PM)(R)				CBS: On The Air (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000))					10,940		7,950		12,170				17,570			
AVERAGE AUDIENCE (%)					15.0		10.9		16.7	14.9*		18.5*	24.1	24.9*		23.4*
SHARE OF AUDIENCE %					24		17		26	23 *		28 *	43	42 *		43 *
AVG. AUD. BY ¼ HR. %					15.0	15.0	10.6	11.1	14.5	15.3	18.0	19.0	24.9	24.9	23.9	22.9
NBC TV TOTAL AUDIENCE (Households (000))					17,790								9,110			
TOTAL AUDIENCE (%)					24.4								12.5			
Program					Big Event "THE COPS AND ROBIN" (8:00-10:00PM) (OP)								NBC Reports: Spying For Uncle Sam (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000))					10,500								6,200			
AVERAGE AUDIENCE (%)					14.4	11.7*		15.0*		15.3*		15.4*	8.5	9.8*		7.2*
SHARE OF AUDIENCE %					22	19 *		23 *		23 *		24 *	15	17 *		13 *
AVG. AUD. BY ¼ HR. %					[illegible]	[illegible]	[illegible]	[illegible]	15.5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.8	[illegible]

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					23,770		25,000		22,820		18,440		18,370			
TOTAL AUDIENCE (%)					32.6		34.3		31.3		25.3		25.2			
Program					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Harvey Korman Show (OP)		Barbara Walters Special (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000))					20,050		22,670		20,780		16,400		14,650			
AVERAGE AUDIENCE (%)					27.5		31.1		28.5		22.5		20.1	21.4*		18.8*
SHARE OF AUDIENCE %					45		49		44		36		34	35 *		33 *
AVG. AUD. BY ¼ HR. %					25.5	29.5	30.7	31.5	28.4	28.5	23.3	21.7	22.1	20.8	19.7	17.9
CBS TV TOTAL AUDIENCE (Households (000))					11,960		9,770		22,160							
TOTAL AUDIENCE (%)					16.4		13.4		30.4							
Program					Sam		Mowgli's Brothers (8:30-9:00PM)(R)		(OP) CBS Tuesday Night Movies "MOONSHINE COUNTY EXPRESS" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					10,500		9,040		15,380							
AVERAGE AUDIENCE (%)					14.4		12.4		21.1	18.2*		21.2*		22.3*		22.5*
SHARE OF AUDIENCE %					23		19		34	28 *		34 *		37 *		39 *
AVG. AUD. BY ¼ HR. %					14.1	14.7	12.5	12.3	17.3	19.0	20.9	21.5	22.0	22.6	23.0	22.1
NBC TV TOTAL AUDIENCE (Households (000))					9,700				14,220							
TOTAL AUDIENCE (%)					13.3				19.5							
Program					Chuck Barris Rah Rah Show (OP)				Big Event "EMERGENCY: MOST DEADLY PASSAGE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))					6,270				8,970							
AVERAGE AUDIENCE (%)					8.6	8.1*		9.1*	12.3	11.5*		12.1*		12.9*		12.8*
SHARE OF AUDIENCE %					14	13 *		14 *	20	18 *		19 *		21 *		22 *
AVG. AUD. BY ¼ HR. %					8.2	8.1	8.9	9.4	11.5	11.4	12.0	12.3	12.7	13.2	13.1	12.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	52.0	54.9	56.7	59.9	61.6	63.4	64.4	65.6	65.7	65.7	65.2	65.1	59.9	57.6	55.2	52.5
WK 2	52.3	54.3	55.8	58.2	60.2	63.1	63.2	64.8	64.3	65.0	63.2	62.4	60.7	60.3	59.4	56.0

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAR. 29, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,020 20.6				18,880 25.9				16,770 23.0			
Program					Eight Is Enough (R)				Charlie's Angels (R)			(OP)	Starsky & Hutch (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,590 15.9	14.8*		17.0*	15,020 20.6	19.7*		21.5*	13,710 18.8	19.6*		18.0*
SHARE OF AUDIENCE %					25	24 *		26 *	32	31 *		33 *	33	33 *		33 *
AVG. AUD. BY ¼ HR. %					14.3	15.3	16.7	17.3	19.1	20.2	21.4	21.6	19.8	19.4	18.3	17.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					26,680 36.6								20,700 28.4			
Program					Carol Burnett Special (8:00-10:00PM)							(OP)	CBS: On The Air (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)					18,230 25.0	22.3*		23.6*		27.1*		27.1*	16,620 22.8	23.5*		22.0*
SHARE OF AUDIENCE %					39	36 *		37 *		42 *		42 *	40	39 *		40 *
AVG. AUD. BY ¼ HR. %					21.8	22.9	23.6	23.7	26.9	27.4	26.8	27.4	23.9	23.0	22.8	21.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,480 22.6				17,860 24.5							
Program					Life and Times of Grizzly Adams			(OP)	Wednesday Movie Of The Week "CRISIS IN SUN VALLEY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					13,850 19.0	18.4*		19.6*	10,420 14.3	14.7*		14.2*		14.7*		13.5*
SHARE OF AUDIENCE %					30	29 *		30 *	23	23 *		22 *		25 *		25 *
AVG. AUD. BY ¼ HR. %					17.7	19.1	19.9	19.3	15.4	14.1	14.5	13.9	14.8	14.6	14.1	12.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,450 21.2				20,850 28.6				15,310 21.0			
Program					Eight Is Enough (R)				Charlie's Angels (R)			(OP)	Starsky & Hutch (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,810 16.2	15.2*		17.3*	16,400 22.5	21.9*		23.2*	11,960 16.4	17.1*		15.7*
SHARE OF AUDIENCE %					26	25 *		28 *	36	35 *		37 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %					14.6	15.9	16.7	17.8	21.1	22.6	23.5	22.9	17.7	16.4	15.9	15.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,480 28.1				19,830 27.2							
Program					Amazing Spider-Man			(OP)	CBS Wednesday Night Movie "RACE WITH THE DEVIL" (9:00-10:49PM)(R)							(1)
AVERAGE AUDIENCE (Households (000) & %)					16,400 22.5	22.1*		22.9*	12,540 17.2	16.5*		16.4*		17.9*		
SHARE OF AUDIENCE %					37	37 *		36 *	28	26 *		26 *		30 *		
AVG. AUD. BY ¼ HR. %					21.8	22.4	23.3	22.5	16.7	16.3	16.0	16.7	17.6	18.1	18.4	17.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,160 20.8				21,580 29.6							
Program					Life and Times of Grizzly Adams			(OP)	World's Largest Indoor Country Music Show (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					12,610 17.3	16.5*		18.1*	13,850 19.0	19.9*		20.0*		19.0*		17.2*
SHARE OF AUDIENCE %					28	27 *		29 *	32	32 *		32 *		32 *		32 *
AVG. AUD. BY ¼ HR. %					16.1	16.9	17.7	18.5	20.2	19.7	20.0	19.9	19.7	18.3	17.2	17.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	51.2	53.2	55.4	58.7	61.7	63.9	64.6	64.4	64.0	64.5	64.6	65.0	61.0	59.1	56.7	53.5
WK 2	49.7	51.8	53.9	57.0	59.3	61.3	62.4	63.2	62.5	62.9	63.4	63.4	59.9	58.2	56.4	52.8

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-30

(1) PROMO FILL, CBS, (10:49-11:00PM)(SUS.).

EVE. WED. APR. 5, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 30, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000))					12,760		11,520		14,220		11,810		10,350			
TOTAL AUDIENCE (%)					17.5		15.8		19.5		16.2		14.2			
Program					Welcome Back, Kotter (R)		Fish (R)		Barney Miller (R)		A.E.S. Hudson Street (OP)		← Baretta →			
AVERAGE AUDIENCE (Households (000))					11,080		10,500		12,680		10,940		7,800			
AVERAGE AUDIENCE (%)					15.2	11.2*	14.4		17.4		15.0		10.7	11.2*		10.2*
SHARE OF AUDIENCE %					25		22		27		24		20	20 *		19 *
AVG. AUD. BY ¼ HR. %					15.0	15.4	14.1	14.8	17.7	17.2	15.4	14.7	11.1	11.2	10.6	9.8
CBS TV — TOTAL AUDIENCE (Households (000))					22,020				20,050				22,450			
TOTAL AUDIENCE (%)					30.2				27.5				30.8			
Program					← The Waltons → (OP)				← Hawaii Five-O →				← CBS: On The Air (10:00-11:00PM) →			
AVERAGE AUDIENCE (Households (000))					18,300				16,910				18,370			
AVERAGE AUDIENCE (%)					25.1	23.6*		26.5*	23.2	22.4*		24.0*	25.2	26.1*		24.3*
SHARE OF AUDIENCE %					40	39 *		41 *	37	35 *		38 *	46	46 *		46 *
AVG. AUD. BY ¼ HR. %					22.4	24.7	26.5	26.6	22.2	22.6	24.1	23.9	25.9	26.2	25.2	23.4
NBC TV — TOTAL AUDIENCE (Households (000))					14,430				14,870				13,850			
TOTAL AUDIENCE (%)					19.8				20.4				19.0			
Program					← Chips (R) → (OP)				← Black Sheep Squadron →				← Police Woman →			
AVERAGE AUDIENCE (Households (000))					11,810				12,390				11,300			
AVERAGE AUDIENCE (%)					16.2	15.3*		17.1*	17.0	16.5*		17.5*	15.5	15.7*		15.3*
SHARE OF AUDIENCE %					26	25 *		27 *	27	26 *		28 *	28	28 *		29 *
AVG. AUD. BY ¼ HR. %					14.9	15.7	16.9	17.3	16.2	16.8	17.4	17.7	15.7	15.8	15.4	15.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000))					15,530		14,360		16,110		14,510		14,140			
TOTAL AUDIENCE (%)					21.3		19.7		22.1		19.9		19.4			
Program					Welcome Back, Kotter (R)		Fish (R)		Barney Miller (R)		A.E.S. Hudson Street (OP)		← Baretta →			
AVERAGE AUDIENCE (Households (000))					13,270		13,340		14,580		13,270		11,010			
AVERAGE AUDIENCE (%)					18.2		18.3		20.0		18.2		15.1	16.2*		14.0*
SHARE OF AUDIENCE %					31		29		31		30		29	30 *		28 *
AVG. AUD. BY ¼ HR. %					17.4	19.0	18.2	18.3	19.9	20.1	18.8	17.5	16.7	15.7	14.3	13.7
CBS TV — TOTAL AUDIENCE (Households (000))					16,260				17,060				14,870			
TOTAL AUDIENCE (%)					22.3				23.4				20.4			
Program					← The Waltons (R) → (OP)				Mitzi-What's Hot, What's Not (9:00-10:00PM)				← Barnaby Jones (R) →			
AVERAGE AUDIENCE (Households (000))					12,680				12,320				12,170			
AVERAGE AUDIENCE (%)					17.4	16.0*		18.7*	16.9	17.6*		16.2*	16.7	16.9*		16.4*
SHARE OF AUDIENCE %					29	27 *		30 *	27	28 *		27 *	32	31 *		33 *
AVG. AUD. BY ¼ HR. %					15.7	16.4	18.2	19.2	18.2	17.0	16.0	16.4	17.1	16.8	16.4	16.4
NBC TV — TOTAL AUDIENCE (Households (000))					17,710				19,030				13,490			
TOTAL AUDIENCE (%)					24.3				26.1				18.5			
Program					Flintstones and the Little Big League (8:00-9:00PM) (OP)				← Black Sheep Squadron →				← Police Woman (R) →			
AVERAGE AUDIENCE (Households (000))					12,980				15,380				10,790			
AVERAGE AUDIENCE (%)					17.8	16.4*		19.2*	21.1	21.1*		21.1*	14.8	14.9*		14.7*
SHARE OF AUDIENCE %					29	28 *		31 *	34	33 *		35 *	29	28 *		30 *
AVG. AUD. BY ¼ HR. %					16.0	16.8	18.8	19.7	20.6	21.5	21.4	20.9	15.3	14.5	14.6	14.8

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	50.4	53.2	54.5	57.1	59.7	62.4	63.7	64.9	63.5	63.9	63.7	62.5	57.4	56.4	54.1	51.1
WK 2	50.5	52.3	54.0	55.5	58.1	60.2	61.7	63.9	63.6	63.7	61.6	60.4	55.0	52.8	50.2	48.9

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. APR. 6, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 31, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,500 24.0				17,640 24.2							
ABC TV programs					←Donny and Marie (R)→			(OP)	←ABC Friday Night Movie "DIRTY MARY, CRAZY LARRY" (9:00-10:55PM)(R)→							(1)
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12,470 17.1 30 16.8	17.1* 31 * 17.5	17.3	17.1* 29 * 16.9	11,880 16.3 28 15.1	15.1* 26 * 15.2	15.1	15.1* 26 * 15.1	17.1	17.4* 30 * 17.6	18.1	17.9* 32 * 17.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,450 21.2				16,400 22.5				18,950 26.0			
CBS TV programs					←Wonder Woman→			(OP)	←Incredible Hulk→				←CBS: On The Air (10:00-11:00PM)→			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11,520 15.8 28 13.8	14.2* 25 * 14.7	16.7	17.3* 29 * 17.8	13,780 18.9 32 18.1	18.4* 32 * 18.7	19.1	19.4* 33 * 19.6	14,430 19.8 35 20.3	20.0* 35 * 19.8	19.7	19.6* 35 * 15.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					12,320 16.9		11,960 16.4		14,730 20.2				14,070 19.3			
NBC TV programs					Quark		C.P.O. Sharkey	(OP)	←Richie Brockelman: Private Eye→				←Quincy, M.E. (R)→			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10,210 14.0 25 13.8	14.2	10,640 14.6 25 14.2	15.0	11,960 16.4 28 16.1	16.1* 28 * 16.1	16.6	16.8* 28 * 16.9	11,520 15.8 28 15.5	15.6* 27 * 15.7	16.0	16.0* 29 * 16.0

EVE. FRI. APR. 7, 1978

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,400 22.5				14,580 20.0							
ABC TV programs					←Donny and Marie (R)→			(OP)	←ABC Friday Night Movie "THE GREAT HOUDINIS" (9:00-11:00PM)(R)→							
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12,170 16.7 31 15.7	16.1* 31 * 16.6	17.4	17.2* 31 * 17.0	9,770 13.4 24 12.7	12.7* 23 * 12.6	13.1	13.2* 23 * 13.3	14.5	14.4* 26 * 14.3	13.5	13.4* 26 * 13.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,770 23.0				17,710 24.3				12,980 17.8			
CBS TV programs					←Wonder Woman→			(OP)	←Incredible Hulk→				←Husbands, Wives & Lovers→			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12,100 16.6 31 14.2	15.1* 29 * 15.9	18.0	18.1* 33 * 18.2	15,530 21.3 37 20.3	20.8* 37 * 21.3	21.9	21.8* 38 * 21.7	10,350 14.2 27 14.3	14.4* 26 * 14.5	14.2	13.9* 27 * 13.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					10,640 14.6		10,280 14.1		14,800 20.3				18,230 25.0			
NBC TV programs					Quark		C.P.O. Sharkey	(OP)	←Richie Brockelman: Private Eye→				←Quincy, M.E. (R)→			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9,260 12.7 24 12.6	12.7	9,330 12.8 23 12.3	13.3	12,470 17.1 30 16.0	16.6* 30 * 17.2	17.3	17.7* 31 * 18.0	14,650 20.1 38 20.7	20.1* 37 * 19.6	20.0	20.1* 39 * 20.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	46.7	49.2	50.2	52.9	54.9	56.7	58.3	59.6	58.1	58.5	59.3	58.8	57.7	57.5	56.8	55.3
WK 2	42.9	46.1	48.1	49.9	51.5	53.3	54.8	56.0	55.5	56.9	57.9	58.0	55.1	53.7	52.2	51.2

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, ABC, (10:55-11:00PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. APR. 1, 1978

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000))	12,980				18,230				15,380			
TOTAL AUDIENCE (%)	17.8				25.0				21.1			
Program	Hardy Boys (8:00-9:00PM)				Love Boat (R)			(OP)	Fantasy Island			
AVERAGE AUDIENCE (Households (000))	9,700				14,430				13,190			
AVERAGE AUDIENCE (%)	13.3	12.3*		14.3*	19.8	18.8*		20.7*	18.1	18.4*		17.8*
SHARE OF AUDIENCE %	25	23 *		26 *	35	34 *		37 *	34	33 *		34 *
AVG. AUD. BY ¼ HR. %	12.1	12.5	14.0	14.5	18.3	19.4	20.5	20.8	18.6	18.2	18.0	17.6
CBS TV												
TOTAL AUDIENCE (Households (000))	13,710		21,360									
TOTAL AUDIENCE (%)	18.8		29.3									
Program	Bob Newhart Show	(OP)	CBS: On The Air (8:30-11:00PM)									
AVERAGE AUDIENCE (Households (000))	12,170		12,170									
AVERAGE AUDIENCE (%)	16.7		16.7	16.2*		16.5*		16.8*		17.5*		16.4*
SHARE OF AUDIENCE %	31		30	30 *		30 *		30 *		32 *		31 *
AVG. AUD. BY ¼ HR. %	16.7	16.7	16.3	16.2	16.0	16.9	16.7	16.9	17.4	17.6	17.0	15.8
NBC TV												
TOTAL AUDIENCE (Households (000))	17,060				18,660							
TOTAL AUDIENCE (%)	23.4				25.6							
Program	Chips			(OP)	NBC Saturday Night at the Movies "MY NAME IS NOBODY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000))	13,340				12,320							
AVERAGE AUDIENCE (%)	18.3	17.3*		19.3*	16.9	16.9*		17.2*		17.3*		16.2*
SHARE OF AUDIENCE %	34	33 *		35 *	31	30 *		30 *		31 *		31 *
AVG. AUD. BY ¼ HR. %	16.4	18.2	19.3	19.3	17.1	16.6	17.1	17.2	17.5	17.1	16.8	15.7

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV												
TOTAL AUDIENCE (Households (000))	17,930				19,250				16,330			
TOTAL AUDIENCE (%)	24.6				26.4				22.4			
Program	Pat Boone and Family (8:00-9:00PM)				Love Boat (R)			(OP)	Fantasy Island (R)			
AVERAGE AUDIENCE (Households (000))	13,340				16,260				13,490			
AVERAGE AUDIENCE (%)	18.3	17.3*		19.3*	22.3	21.2*		23.4*	18.5	19.2*		17.9*
SHARE OF AUDIENCE %	33	32 *		35 *	40	37 *		42 *	35	36 *		35 *
AVG. AUD. BY ¼ HR. %	16.9	17.8	19.0	19.6	20.6	21.8	23.2	23.5	19.6	18.8	18.4	17.4
CBS TV												
TOTAL AUDIENCE (Households (000))	12,680		10,790		10,570		7,580		8,820			
TOTAL AUDIENCE (%)	17.4		14.8		14.5		10.4		12.1			
Program	The Jeffersons (R)		Ted Knight Show	(OP)	Another Day		Maude		Kojak (R)			
AVERAGE AUDIENCE (Households (000))	10,940		9,400		9,190		6,780		7,220			
AVERAGE AUDIENCE (%)	15.0		12.9		12.6		9.3		9.9	9.8*		10.0*
SHARE OF AUDIENCE %	28		23		22		17		19	18 *		20 *
AVG. AUD. BY ¼ HR. %	14.6	15.4	12.9	12.9	12.8	12.4	9.2	9.5	9.6	9.9	9.9	10.0
NBC TV												
TOTAL AUDIENCE (Households (000))	16,840				20,270							
TOTAL AUDIENCE (%)	23.1				27.8							
Program	Chips (R)			(OP)	NBC Saturday Night at the Movies "McQ" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000))	12,680				14,220							
AVERAGE AUDIENCE (%)	17.4	15.8*		18.9*	19.5	18.5*		19.3*		20.1*		20.0*
SHARE OF AUDIENCE %	32	29 *		34 *	36	33 *		34 *		38 *		39 *
AVG. AUD. BY ¼ HR. %	15.3	16.4	18.6	19.3	18.5	18.4	19.2	19.4	20.2	20.0	20.2	19.9

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	45.6	46.5	48.2	50.2	52.6	53.8	54.4	55.0	55.1	56.3	56.6	56.8	55.6	55.0	53.6	51.8
WK 2	45.0	47.3	49.7	51.3	53.3	54.7	54.9	56.2	56.4	56.8	55.9	56.0	53.9	52.7	52.0	50.3

U.S. TV Households: 72,900,000   * Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

EVE. SAT. APR. 8, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. APR. 2, 1978 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	20,850 28.6								21,940 30.1							
ABC TV program	← Young Pioneers → (OP)								← ABC Sunday Night Movie "HIGH PLAINS DRIFTER" (9:00-10:53PM)(R) → (1)							
AVERAGE AUDIENCE (Households (000) & %)	13,120 18.0	14.0*		16.6*		20.3*		21.1*	15,530 21.3	21.7*		22.2*		21.1*		20.0*
SHARE OF AUDIENCE %	28	24 *		26 *		31 *		31 *	34	32 *		34 *		35 *		35 *
AVG. AUD. BY ¼ HR. %	13.2	14.7	16.0	17.2	20.3	20.3	21.1	21.2	21.3	22.1	22.7	21.8	21.5	20.6	20.4	19.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	21,430 29.4				15,380 21.1		14,730 20.2		19,250 26.4		19,320 26.5		18,660 25.6			
CBS TV program	← 60 Minutes →				Rhoda		On Our Own (OP)		All In The Family (R)		Alice		← Dallas →			
AVERAGE AUDIENCE (Households (000) & %)	17,930 24.6	24.2*		24.9*	14,000 19.2		13,490 18.5		17,350 23.8		18,080 24.8		15,670 21.5	21.9*		21.0*
SHARE OF AUDIENCE %	41	42 *		40 *	29		28		36		38		37	36 *		38 *
AVG. AUD. BY ¼ HR. %	23.1	25.3	25.4	24.5	18.7	19.6	18.0	19.0	23.2	24.3	24.0	25.5	22.2	21.7	21.2	20.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	17,280 23.7				20,410 28.0				16,040 22.0							
NBC TV program	← Wonderful World of Disney "THE BAREFOOT EXECUTIVE" Pt. I (R) →				← Project U.F.O. → (OP)				← Big Event "LOVE'S DARK RIDE" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)	12,540 17.2	14.8*		19.6*	16,400 22.5	22.0*		23.0*	10,570 14.5	15.8*		14.2*		14.1*		13.8*
SHARE OF AUDIENCE %	29	26 *		31 *	34	33 *		34 *	23	24 *		22 *		23 *		25 *
AVG. AUD. BY ¼ HR. %	13.8	15.8	18.6	20.7	21.8	22.1	23.2	22.8	16.5	15.1	14.3	14.1	14.2	14.1	14.1	13.5

EVE. SUN. APR. 9, 1978 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	12,900 17.7				18,440 25.3				21,800 29.9							
ABC TV program	← Young Pioneers → (OP)				← How the West Was Won → (OP)				← ABC Sunday Night Movie "THE LADY AND THE OUTLAW" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)	9,700 13.3	11.6*		15.0*	15,240 20.9	20.4*		21.4*	14,140 19.4	20.5*		19.3*		19.4*		18.6*
SHARE OF AUDIENCE %	24	22 *		26 *	33	33 *		33 *	31	31 *		30 *		32 *		32 *
AVG. AUD. BY ¼ HR. %	10.6	12.6	14.3	15.8	20.2	20.6	21.7	21.1	20.8	20.1	19.7	18.9	19.6	19.1	18.8	18.3
CBS TV TOTAL AUDIENCE (Households (000) & %)	20,780 28.5				14,360 19.7		14,140 19.4		15,450 21.2		15,020 20.6		13,920 19.1			
CBS TV program	← 60 Minutes →				Rhoda		On Our Own (OP)		All In The Family (R)		Alice		← Dallas →			
AVERAGE AUDIENCE (Households (000) & %)	16,180 22.2	21.6*		22.9*	13,050 17.9		12,610 17.3		14,000 19.2		14,000 19.2		11,080 15.2	15.7*		14.7*
SHARE OF AUDIENCE %	40	41 *		40 *	29		26		29		30		26	26 *		25 *
AVG. AUD. BY ¼ HR. %	21.3	21.8	22.7	23.1	18.0	17.8	17.1	17.6	18.4	20.0	18.8	19.6	16.2	15.2	14.8	14.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	15,750 21.6				20,480 28.1				22,960 31.5							
NBC TV program	← Wonderful World of Disney "THE BAREFOOT EXECUTIVE" Pt. II (R) →				← Project U.F.O. → (OP)				← Family Upside Down (9:00-10:53PM) → (1)							
AVERAGE AUDIENCE (Households (000) & %)	11,880 16.3	14.8*		17.8*	16,990 23.3	22.0*		24.6*	18,010 24.7	23.9*		24.6*		25.2*		25.3*
SHARE OF AUDIENCE %	30	28 *		31 *	36	35 *		38 *	39	36 *		38 *		41 *		43 *
AVG. AUD. BY ¼ HR. %	13.9	15.7	17.4	18.3	21.1	22.9	24.2	24.9	23.5	24.4	24.6	24.7	25.2	25.2	25.3	25.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	55.2	59.2	61.8	64.2	65.3	66.2	66.6	67.4	66.7	66.9	65.7	64.6	61.2	59.9	57.7	54.0
WK 2	51.2	54.1	56.7	59.1	61.9	63.5	65.2	65.9	65.6	66.2	65.2	64.4	61.8	60.0	59.0	56.7

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, ABC, NBC, (10:35-11:00PM)(SUS.).

EVE. SUN. APR. 9, 1978

SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

TIME	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000))	3,940															
TOTAL AUDIENCE (%)	5.4															
Program	ABC Weekend News–Sunday															
AVERAGE AUDIENCE (Households (000))	3,860															
AVERAGE AUDIENCE (%)	5.3															
SHARE OF AUDIENCE %	13															
AVG. AUD. BY ¼ HR. %	5.3															
CBS TV TOTAL AUDIENCE (Households (000))	5,980							7,220								
TOTAL AUDIENCE (%)	8.2							9.9								
Program	CBS Sunday News-Bradley							Late Movie I (1)(OP)							(OP)	
AVERAGE AUDIENCE (Households (000))	5,900							4,670								
AVERAGE AUDIENCE (%)	8.1							6.4	7.4*		6.2*		5.4*			
SHARE OF AUDIENCE %	19							28	26 *		28 *		32 *			
AVG. AUD. BY ¼ HR. %	8.1							7.6	7.2	6.6	6.0	5.5	5.2	4.9		
NBC TV TOTAL AUDIENCE (Households (000))			3,210					9,910						2,260		
TOTAL AUDIENCE (%)			4.4					13.6						3.1		
Program			NBC Late Night Movie					Tonight Show (1)						Tomorrow Show (1)(OP)		
AVERAGE AUDIENCE (Households (000))			2,040					5,540						1,600		
AVERAGE AUDIENCE (%)			2.8	3.0*		2.7*		7.6	10.2*		7.4*		3.6*	2.2	2.6*	
SHARE OF AUDIENCE %			13	11 *		14 *		32	35 *		32 *		22 *	22	23 *	
AVG. AUD. BY ¼ HR. %			3.0	2.9	2.8	2.6	2.6	10.5	9.4	8.1	6.7	5.5	5.2	2.9	2.4	1.9

WEEK 2

TIME	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000))	4,080															
TOTAL AUDIENCE (%)	5.6															
Program	ABC Weekend News–Sunday															
AVERAGE AUDIENCE (Households (000))	4,010															
AVERAGE AUDIENCE (%)	5.5															
SHARE OF AUDIENCE %	13															
AVG. AUD. BY ¼ HR. %	5.5															
CBS TV TOTAL AUDIENCE (Households (000))	5,390							5,980								
TOTAL AUDIENCE (%)	7.4							8.2								
Program	CBS Sunday News-Bradley							Late Movie I (1)(OP)								
AVERAGE AUDIENCE (Households (000))	5,100							3,430								
AVERAGE AUDIENCE (%)	7.0							4.7	6.7*		5.0*		3.9*		3.1*	
SHARE OF AUDIENCE %	16							24	25 *		20 *		19 *		23 *	
AVG. AUD. BY ¼ HR. %	7.0							6.8	6.6	5.6	4.8	4.5	3.8	3.5	2.9	2.9
NBC TV TOTAL AUDIENCE (Households (000))			4,370					9,110						2,260		
TOTAL AUDIENCE (%)			6.0					12.5						3.1		
Program			NBC Late Night Movie					Tonight Show (1)						Tomorrow Show (1)(OP)		
AVERAGE AUDIENCE (Households (000))			2,480					5,390						1,680		
AVERAGE AUDIENCE (%)			3.4	4.2*		3.2*		7.4	9.0*		6.7*			2.3	2.5*	
SHARE OF AUDIENCE %			17	16 *		16 *		29	30 *		28 *			21	22 *	
AVG. AUD. BY ¼ HR. %			4.6	3.8	3.4	3.1	2.8	9.7	8.5	7.3	6.2	5.4	6.4	2.7	2.3	1.7

TV HOUSEHOLDS USING TV (See Def. 1)	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	Mon.-Fri. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	43.5	37.1	28.7	24.2	21.4	18.6	15.8	31.1	27.8	24.6	22.0	19.1	16.6	13.8	11.8	10.3
WK 2	45.1	36.3	28.1	24.3	21.5	19.6	16.5	32.0	28.7	25.4	22.7	19.9	17.4	13.5	11.7	9.7

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 27-31, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,840 3.9				3,210 4.4									
Program	←Good Morning, America→ (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %)			2,110 2.9				2,620 3.6									
SHARE OF AUDIENCE %			20				20									
AVG. AUD. BY ¼ HR. %			2.6	3.0			3.5	3.6								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,550 3.5			4,160 5.7								3,280 4.5		5,030 6.9	
Program	(Co-op)	←CBS Morning News→ (Participating)			←Captain Kangaroo→								Tattletales		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %)		1,680 2.3		2.3*	2,700 3.7	3.4*		4.0*					2,770 3.8		4,300 5.9	
SHARE OF AUDIENCE %		17		16 *	21	20 *		22 *					20		29	
AVG. AUD. BY ¼ HR. %		2.2	2.3	2.4	3.1	3.7	4.0	4.0					3.6	4.0	5.5	6.2
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,080 5.6				4,450 6.1						4,450 6.1		4,960 6.8	
Program	←Today Show→ (Co-op)		(Participating)		(Co-op)		(Participating)						Sanford And Son		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %)			3,210 4.4				3,650 5.0						3,860 5.3		4,230 5.8	
SHARE OF AUDIENCE %			28				29						28		28	
AVG. AUD. BY ¼ HR. %			4.3	4.4			4.9	5.2					5.1	5.5	5.8	5.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			3,210 4.4				3,130 4.3									
Program	←Good Morning, America→ (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %)			2,330 3.2				2,700 3.7									
SHARE OF AUDIENCE %			21				23									
AVG. AUD. BY ¼ HR. %			3.0	3.4			3.6	3.8								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,480 3.4			3,790 5.2								2,990 4.1		3,860 5.3	
Program	(Co-op)	←CBS Morning News→ (Participating)			←Captain Kangaroo→								Pass the Buck MTUWF (S)(OP)		Price is Right 1 MTUWF (S)(OP)	
AVERAGE AUDIENCE (Households (000) & %)		1,530 2.1		2.1*	2,410 3.3	3.1*		3.5*					2,330 3.2		3,350 4.6	
SHARE OF AUDIENCE %		14		14 *	20	19 *		21 *					19		26	
AVG. AUD. BY ¼ HR. %		2.0	2.0	2.3	2.9	3.4	3.5	3.5					3.1	3.4	4.5	4.7
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,720 5.1				4,230 5.8						3,570 4.9		4,300 5.9	
Program	←Today Show→ (Co-op)		(Participating)		(Co-op)		(Participating)						Sanford And Son		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %)			3,060 4.2				3,430 4.7						3,060 4.2		3,650 5.0	
SHARE OF AUDIENCE %			27				29						26		29	
AVG. AUD. BY ¼ HR. %			4.2	4.1			4.7	4.7					4.0	4.4	4.8	5.1
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	7.1	9.0	11.1	12.6	14.6	16.0	16.7	17.3	18.2	19.5	19.3	19.2	18.9	19.4	20.3	20.8
WK 2	8.1	10.5	12.3	13.9	14.6	15.7	16.0	16.2	16.9	17.1	17.3	17.0	16.2	16.6	17.0	17.4

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. APR. 3-7, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 27-31, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45 – 3:00
ABC TV TOTAL AUDIENCE (Households (000))	5,390		8,090		4,740		5,830		7,800				6,270			
TOTAL AUDIENCE (%)	7.4		11.1		6.5		8.0		10.7				8.6			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000))	4,810		7,000		4,080		4,960		5,830				4,590			
AVERAGE AUDIENCE (%)	6.6		9.6		5.6		6.8		8.0	8.4*		7.7*	6.3	6.0*		6.7*
SHARE OF AUDIENCE %	30		41		23		28		31	34 *		29 *	24	22 *		25 *
AVG. AUD. BY ¼ HR. %	6.1	7.1	9.3	9.9	5.5	5.6	6.7	6.9	8.2	8.5	7.9	7.4	6.0	6.0	6.7	6.8
CBS TV TOTAL AUDIENCE (Households (000))	5,180		5,610		6,780		6,560				8,310				7,510	
TOTAL AUDIENCE (%)	7.1		7.7		9.3		9.0				11.4				10.3	
Program	Price is Right 2		Love Of Life	(OP)	Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	→
AVERAGE AUDIENCE (Households (000))	4,520		4,670		5,900		5,760				6,340				5,690	
AVERAGE AUDIENCE (%)	6.2		6.4		8.1		7.9				8.7	8.1*		9.2*	7.8	8.1*
SHARE OF AUDIENCE %	28		27		33		32				33	30 *		34 *	29	31 *
AVG. AUD. BY ¼ HR. %	6.0	6.3	6.1	6.7	7.9	8.4	7.9	7.9			7.8	8.4	9.3	9.1	8.2	8.1
NBC TV TOTAL AUDIENCE (Households (000))	4,960		3,860		2,550		3,860		3,130		6,420				5,250	
TOTAL AUDIENCE (%)	6.8		5.3		3.5		5.3		4.3		8.8				7.2	
Program	Wheel of Fortune		Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	4,450		3,350		2,190		3,280		2,620		4,960				4,670	
AVERAGE AUDIENCE (%)	6.1		4.6		3.0		4.5		3.6		6.8	6.5*		7.2*	6.4	
SHARE OF AUDIENCE %	28		20		12		18		15		25	24 *		27 *	24	
AVG. AUD. BY ¼ HR. %	6.0	6.1	4.7	4.5	3.0	3.0	4.2	4.7	3.6	3.5	6.2	6.7	7.3	7.2	6.3	6.5

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45 – 3:00
ABC TV TOTAL AUDIENCE (Households (000))	4,740		6,560		4,010		5,250		7,220				[illegible]			
TOTAL AUDIENCE (%)	6.5		9.0		5.5		7.2		9.9				7.8			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000))	4,080		5,690		3,280		4,450		5,540				4,300			
AVERAGE AUDIENCE (%)	5.6		7.8		4.5		6.1		7.6	7.8*		7.3*	5.9	5.6*		6.2*
SHARE OF AUDIENCE %	30		38		20		27		31	33 *		29 *	24	22 *		25 *
AVG. AUD. BY ¼ HR. %	5.1	6.0	7.4	8.1	4.4	4.6	6.2	6.1	7.6	8.1	7.7	7.0	5.5	5.7	6.2	6.1
CBS TV TOTAL AUDIENCE (Households (000))	4,370		4,960		6,340		5,760				7,730				7,140	
TOTAL AUDIENCE (%)	6.0		6.8		8.7		7.9				10.6				9.8	
Program	Price is Right 2		Love Of Life	(OP)	Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	→
AVERAGE AUDIENCE (Households (000))	3,570		4,160		5,610		5,030				5,900				5,470	
AVERAGE AUDIENCE (%)	4.9		5.7		7.7		6.9				8.1	7.6*		8.5*	7.5	7.6*
SHARE OF AUDIENCE %	27		28		35		31				32	31 *		34 *	29	31 *
AVG. AUD. BY ¼ HR. %	4.6	5.2	5.3	6.1	7.5	7.9	7.0	6.9			7.3	7.9	8.6	8.4	7.7	7.6
NBC TV TOTAL AUDIENCE (Households (000))	4,450		3,650		2,620		3,570		2,920		5,900				4,960	
TOTAL AUDIENCE (%)	6.1		5.0		3.6		4.9		4.0		8.1				6.8	
Program	Wheel of Fortune		Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer MWTHF (3)		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	3,860		3,130		2,190		2,920		2,480		4,520				4,520	
AVERAGE AUDIENCE (%)	5.3		4.3		3.0		4.0		3.4		6.2	5.8*		6.6*	6.2	
SHARE OF AUDIENCE %	29		21		14		18		15		25	23 *		26 *	25	
AVG. AUD. BY ¼ HR. %	5.2	5.3	4.3	4.3	3.0	3.0	3.7	4.3	3.5	3.3	5.5	6.1	6.5	6.6	6.0	6.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	21.5	22.5	22.9	23.7	24.4	24.8	24.5	25.2	24.8	25.6	26.3	26.6	26.4	26.4	26.3	26.9
WK 2	17.8	19.2	19.8	21.4	22.4	23.1	22.9	23.6	23.8	24.2	24.4	24.6	24.4	24.9	25.0	25.6

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE", (SUS.).
(3) LOCAL FILL, NBC, TUE., (1:00-1:30PM), NETWORK PREEMPTION.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. APR. 3-7, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 27-31, 1978

WEEK 1

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	6,490 8.9				4,300 5.9										7,650 10.5	
	Program	General Hospital				Edge of Night										ABC Evening News Reasoner/Walters	
	AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9	6.5*		7.1*	3,790 5.2										6,490 8.9	
	SHARE OF AUDIENCE %	24	23 *		24 *	18										19	
	AVG. AUD. BY ¼ HR. %	6.5	6.6	7.1	7.2	5.2	5.1									8.5	9.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)			6,420 8.8		4,520 6.2										11,520 15.8	
	Program	Guiding Light		All In The Family		Match Game '78										CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)		7.3*	5,390 7.4		3,860 5.3										9,910 13.6	
	SHARE OF AUDIENCE %		26 *	25		17										29	
	AVG. AUD. BY ¼ HR. %	7.5	7.1	7.2	7.7	5.1	5.4									13.3	13.9
NBC TV	TOTAL AUDIENCE (Households (000) & %)	8,020 11.0														9,910 13.6	
	Program	Another World (1)														NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	6,340 8.7	8.1*		9.2*											8,680 11.9	
	SHARE OF AUDIENCE %	31	29 *		31 *											25	
	AVG. AUD. BY ¼ HR. %	7.7	8.5	9.4	9.1											11.6	12.1

WEEK 2

Network	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	[illegible] 8.2				[illegible] 5.1										[illegible] 10.1	
	Program	General Hospital				Edge of Night		Special (OP)								ABC Evening News Reasoner/Walters	
	AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1	5.9*		6.2*	3,280 4.5										6,200 8.5	
	SHARE OF AUDIENCE %	22	23 *		22 *	16										18	
	AVG. AUD. BY ¼ HR. %	5.9	6.0	6.2	6.3	4.6	4.3									8.2	8.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)			6,630 9.1		4,590 6.3										11,080 15.2	
	Program	Guiding Light		All In The Family		Match Game '78										CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)		7.4*	5,610 7.7		3,940 5.4										9,700 13.3	
	SHARE OF AUDIENCE %		28 *	27		18										29	
	AVG. AUD. BY ¼ HR. %	7.4	7.4	7.4	8.1	5.3	5.5									13.3	13.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,650 10.5														9,910 13.6	
	Program	Another World (1)				Special (OP)										NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	5,980 8.2	7.7*		8.7*											8,460 11.6	
	SHARE OF AUDIENCE %	30	29 *		31 *											24	
	AVG. AUD. BY ¼ HR. %	7.4	8.0	8.8	8.6											11.6	11.6

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK 1	27.4	28.7	29.6	30.4	29.6	30.7	31.3	33.0	34.6	36.4	38.3	40.4	43.4	45.4	46.4	48.7
	WK 2	26.3	27.8	28.7	29.7	29.4	30.4	30.7	32.2	33.9	35.8	36.9	39.3	42.6	44.9	46.2	47.7

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. APR. 3-7, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. APR. 1, 1978

WEEK 1

TIME	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
ABC TV TOTAL AUDIENCE (Households (000))			4,080	5,830	5,540	5,540	4,300	5,760
TOTAL AUDIENCE (%)			5.6	8.0	7.6	7.6	5.9	7.9
Program			All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II (OP)	Scooby's All-Star Laff-A-Lympics III	Scooby's All-Star Laff-A-Lympics IV (OP)
AVERAGE AUDIENCE (Households (000))			3,500	4,960	4,450	4,370	3,790	4,810
AVERAGE AUDIENCE (%)			4.8	6.8	6.1	6.0	5.2	6.6
SHARE OF AUDIENCE %			32	35	29	27	23	30
AVG. AUD. BY ¼ HR. %			4.2 / 5.3	6.7 / 6.9	6.0 / 6.1	6.5 / 5.4	5.1 / 5.3	6.7 / 6.4
CBS TV TOTAL AUDIENCE (Households (000))			3,650	5,100	7,360	8,020	7,800	5,760
TOTAL AUDIENCE (%)			5.0	7.0	10.1	11.0	10.7	7.9
Program			Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/Road Runner 1	Bugs Bunny/Road Runner 2 (OP)	Bugs Bunny/Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)
AVERAGE AUDIENCE (Households (000))			2,700	3,650	6,050	6,780	6,630	5,030
AVERAGE AUDIENCE (%)			3.7	5.0	8.3	9.3	9.1	6.9
SHARE OF AUDIENCE %			23	24	35	38	39	32
AVG. AUD. BY ¼ HR. %			3.3 / 4.1	4.3 / 5.7	7.6 / 9.1	9.3 / 9.3	9.5 / 8.7	6.9 / 6.9
NBC TV TOTAL AUDIENCE (Households (000))			3,650	5,180	5,540	5,100	5,180	3,860
TOTAL AUDIENCE (%)			5.0	7.1	7.6	7.0	7.1	5.3
Program		I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (1)	Think Pink Panther
AVERAGE AUDIENCE (Households (000))			2,990	3,940	4,450	4,300	4,080	3,210
AVERAGE AUDIENCE (%)			4.1	5.4	6.1	5.9	5.6	4.4
SHARE OF AUDIENCE %			27	28	29	26	24	20
AVG. AUD. BY ¼ HR. %			3.8 / 4.5	5.0 / 5.9	6.3 / 5.9	5.8 / 5.9	5.8 / 5.5	4.3 / 4.6

WEEK 2

DAY SAT. APR. 8, 1978

TIME	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
ABC TV TOTAL AUDIENCE (Households (000))			3,720	5,320	5,610	6,120	[illegible]	[illegible]
TOTAL AUDIENCE (%)			5.1	7.3	7.7	8.4	8.6	7.1
Program			All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II (OP)	Scooby's All-Star Laff-A-Lympics III	Scooby's All-Star Laff-A-Lympics IV (OP)
AVERAGE AUDIENCE (Households (000))			2,920	4,590	4,810	4,960	5,180	4,880
AVERAGE AUDIENCE (%)			4.0	6.3	6.6	6.8	7.1	6.7
SHARE OF AUDIENCE %			29	34	30	29	31	31
AVG. AUD. BY ¼ HR. %			3.7 / 4.4	6.3 / 6.3	6.6 / 6.6	6.8 / 6.9	7.1 / 7.1	7.0 / 6.4
CBS TV TOTAL AUDIENCE (Households (000))			3,280	4,880	7,070	7,580	6,850	5,390
TOTAL AUDIENCE (%)			4.5	6.7	9.7	10.4	9.4	7.4
Program			Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/Road Runner 1	Bugs Bunny/Road Runner 2 (OP)	Bugs Bunny/Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)
AVERAGE AUDIENCE (Households (000))			2,550	3,860	5,610	6,120	5,760	4,520
AVERAGE AUDIENCE (%)			3.5	5.3	7.7	8.4	7.9	6.2
SHARE OF AUDIENCE %			23	27	35	36	34	28
AVG. AUD. BY ¼ HR. %			2.9 / 4.0	4.7 / 5.9	7.1 / 8.3	8.5 / 8.4	7.8 / 7.9	6.0 / 6.4
NBC TV TOTAL AUDIENCE (Households (000))			3,350	4,160	4,740	5,250	5,250	5,100
TOTAL AUDIENCE (%)			4.6	5.7	6.5	7.2	7.2	7.0
Program		I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (1)	Think Pink Panther
AVERAGE AUDIENCE (Households (000))			2,620	3,570	4,010	4,670	4,520	4,160
AVERAGE AUDIENCE (%)			3.6	4.9	5.5	6.4	6.2	5.7
SHARE OF AUDIENCE %			26	26	25	27	27	26
AVG. AUD. BY ¼ HR. %			3.1 / 4.1	4.6 / 5.2	5.4 / 5.7	6.1 / 6.6	6.4 / 5.9	5.5 / 5.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	4.8	6.0	8.2	10.9	14.5	17.1	19.3	21.9	23.0	24.4	24.5	23.9	23.5	23.0	21.9	21.7
WK 2	6.0	6.8	9.3	11.7	13.7	16.3	19.0	20.8	21.7	22.9	22.8	24.0	23.4	23.5	22.4	21.8

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. APR. 1, 1978

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,250 7.2		5,690 7.8		4,670 6.4		5,390 7.4									
Program	Krofft Supershow '78-I		Krofft Supershow '78-II (OP)		ABC Weekend Specials "TROUBLE RIVER" Pt. I		← American Bandstand '78		→							
AVERAGE AUDIENCE (Households (000) & %)	4,370 6.0		4,740 6.5		3,650 5.0		3,210 4.4	4.2*		4.6*						
SHARE OF AUDIENCE %	27		30		23		22	20 *		23 *						
AVG. AUD. BY ¼ HR. %	6.2	5.8	6.6	6.4	5.0	5.0	3.9	4.5	4.7	4.5						

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,610 7.7		5,100 7.0		4,960 6.8		4,300 5.9		3,350 4.6		2,700 3.7					
Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "ANGEL AND BIG JOE"					
AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9		4,370 6.0		4,010 5.5		3,570 4.9		2,620 3.6		2,260 3.1					
SHARE OF AUDIENCE %	32		28		26		24		18		15					
AVG. AUD. BY ¼ HR. %	6.9	6.9	6.0	6.0	5.3	5.7	5.1	4.7	3.6	3.7	3.1	3.0				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	3,940 5.4		3,350 4.6		4,160 5.7		4,080 5.6									
Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)									
AVERAGE AUDIENCE (Households (000) & %)	3,060 4.2		2,840 3.9		3,500 4.8		3,210 4.4									
SHARE OF AUDIENCE %	19		18		22		21									
AVG. AUD. BY ¼ HR. %	3.9	4.5	3.8	3.9	4.5	5.1	4.3	4.4								

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,690 7.8		5,760 7.9		4,450 6.1		5,320 7.3									
Program	Krofft Supershow '78-I		Krofft Supershow '78-II (OP)		ABC Weekend Specials "TROUBLE RIVER" Pt. II		← American Bandstand '78		→							
AVERAGE AUDIENCE (Households (000) & %)	4,740 6.5		4,590 6.3		3,720 5.1		3,130 4.3	4.2*		4.4*						
SHARE OF AUDIENCE %	29		29		24		20	19 *		20 *						
AVG. AUD. BY ¼ HR. %	6.2	6.9	6.6	6.0	4.9	5.4	4.2	4.3	4.4	4.5						

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	6,270 8.6		4,370 6.0		4,520 6.2		4,160 5.7		4,370 6.0		2,920 4.0					
Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "THE SHOW MUST GO ON"					
AVERAGE AUDIENCE (Households (000) & %)	5,470 7.5		3,650 5.0		3,650 5.0		3,430 4.7		3,280 4.5		2,480 3.4					
SHARE OF AUDIENCE %	33		23		24		22		19		14					
AVG. AUD. BY ¼ HR. %	7.3	7.6	5.4	4.7	4.7	5.2	4.5	5.0	4.8	4.2	3.4	3.4				

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	3,060 4.2		3,720 5.1		2,990 4.1		3,060 4.2		2,990 4.1	12,100 16.6						
Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)		(2)	← NBC Major League Baseball "LOS ANGELES VS. ATLANTA" & "HOUSTON VS. CINCINNATI" (1:15-4:05PM)						→
AVERAGE AUDIENCE (Households (000) & %)	2,410 3.3		3,210 4.4		2,410 3.3		2,330 3.2		2,990 4.1	5,180 7.1		6.9*		7.2*		7.9*
SHARE OF AUDIENCE %	15		20		16		15		19	29		30 *		31 *		33 *
AVG. AUD. BY ¼ HR. %	3.5	3.0	4.2	4.6	3.3	3.3	3.1	3.2	4.1	5.0	6.6	7.2	7.0	7.4	7.8	8.1

TV HOUSEHOLDS USING TV (See Def. 1)

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	21.2	21.3	21.2	21.4	20.8	21.5	20.9	20.3	20.2	20.4	20.3	20.7	21.0	21.6	21.6	21.3
WK 2	21.9	22.8	22.3	21.3	20.3	21.0	20.7	21.8	22.0	22.8	23.0	23.4	23.1	23.3	24.0	24.7

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).
(2) "NBC MAJOR LEAGUE PRE-GAME", NBC (1:00-1:15PM)

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. APR. 1, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))			9,330						14,000						5,470	
TOTAL AUDIENCE (%)			12.8						19.2						7.5	
Program			Pro Bowlers Tour						ABC Wide World of Sports						ABC Saturday Evening News	
AVERAGE AUDIENCE (Households (000))			5,180						8,820						4,590	
AVERAGE AUDIENCE (%)			7.1	6.3*		6.9*		8.2*	12.1	11.6*		12.4*		12.3*	6.3	
SHARE OF AUDIENCE %			27	26 *		26 *		28 *	35	36 *		37 *		33 *	15	
AVG. AUD. BY ¼ HR. %			6.1	6.6	6.6	7.2	7.9	8.5	11.2	11.9	12.1	12.6	12.5	12.0	6.4	6.2
CBS TV TOTAL AUDIENCE (Households (000))					7,870										7,070	
TOTAL AUDIENCE (%)					10.8										9.7	
Program					CBS Sports Spectacular										CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000))					3,350										6,420	
AVERAGE AUDIENCE (%)					4.6	4.7*		5.1*		4.1*		4.7*			8.8	
SHARE OF AUDIENCE %					16	18 *		18 *		14 *		15 *			22	
AVG. AUD. BY ¼ HR. %					4.6	4.7	5.2	5.0	4.2	4.0	4.4	5.0			8.5	9.0
NBC TV TOTAL AUDIENCE (Households (000))			4,370						6,420						5,180	
TOTAL AUDIENCE (%)			6.0						8.8						7.1	
Program			Greensboro Open (3:30-5:00PM)						Dinah Shore Golf (5:00-6:30PM)						NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000))			2,410						2,990						4,230	
AVERAGE AUDIENCE (%)			3.3	3.4*		3.3*		3.1*	4.1	3.7*		3.8*		4.7*	5.8	
SHARE OF AUDIENCE %			13	14 *		13 *		12 *	13	13 *		12 *		14 *	14	
AVG. AUD. BY ¼ HR. %			3.4	3.5	3.5	3.1	2.9	3.4	3.9	3.6	3.8	3.8	4.5	4.8	5.4	6.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))			8,240						12,030						[illegible]	
TOTAL AUDIENCE (%)			11.3						16.5						5.7	
Program			Pro Bowlers Tour						ABC Wide World of Sports						ABC Saturday Evening News	
AVERAGE AUDIENCE (Households (000))			4,520						6,200						3,280	
AVERAGE AUDIENCE (%)			6.2	6.1*		6.2*		6.2*	8.5	8.2*		7.9*		9.4*	4.5	
SHARE OF AUDIENCE %			21	22 *		21 *		20 *	23	24 *		22 *		24 *	11	
AVG. AUD. BY ¼ HR. %			5.8	6.5	6.4	6.0	5.7	6.7	7.9	8.6	8.0	7.9	9.4	9.4	4.5	4.5
CBS TV TOTAL AUDIENCE (Households (000))					10,060										8,750	
TOTAL AUDIENCE (%)					13.8										12.0	
Program					Masters Golf Tournament (4:00-6:00PM)										CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000))					5,030										7,510	
AVERAGE AUDIENCE (%)					6.9	5.4*		6.5*		7.6*		7.9*			10.3	
SHARE OF AUDIENCE %					23	20 *		22 *		24 *		24 *			25	
AVG. AUD. BY ¼ HR. %					5.1	5.8	6.4	6.6	7.6	7.6	7.7	8.1			9.8	10.8
NBC TV TOTAL AUDIENCE (Households (000))					12,900										5,390	
TOTAL AUDIENCE (%)					17.7										7.4	
Program	NBC Major League Baseball "LOS ANGELES VS. ATLANTA" & "HOUSTON VS. CINCINNATI" (1:15-4:05PM)(1)				NBC Major League Game 2 "NEW YORK YANKEES VS. TEXAS" & "BALTIMORE VS. MILWAUKEE" (4:05-6:33PM)(1)										NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000))					5,760										4,370	
AVERAGE AUDIENCE (%)		7.3*		7.3*	7.9	6.6*		6.6*		8.1*		8.9*		9.2*	6.0	
SHARE OF AUDIENCE %		29 *		28 *	25	24 *		23 *		26 *		27 *		26 *	15	
AVG. AUD. BY ¼ HR. %	7.2	7.4	7.6	7.1	6.6	6.7	6.6	6.7	7.5	8.6	9.1	8.7	9.2	9.3	6.1	5.9

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	21.8	22.6	24.3	24.8	25.7	27.3	28.3	29.4	31.3	32.5	33.0	33.9	36.2	37.6	39.9	41.7
WK 2	25.4	26.8	27.9	27.9	28.5	29.2	30.1	31.6	33.0	35.1	35.7	36.4	38.4	39.9	39.9	41.5

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. APR. 8, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR. 2, 1978

WEEK 1

Network	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)															2,700 3.7	
	Program															Jabberjaw (OP)	
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %															2,110 2.9 15 2.8	3.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)									1,530 2.1		1,750 2.4				1,310 1.8	
	Program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Your Turn: Letters To CBS News (10:30-11:00AM)	
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %									1,240 1.7 11 1.4	2.0	1,460 2.0 12 1.8	2.1			950 1.3 8 1.3	1.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %																

WEEK 2

Network	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)																
	Program															Jabberjaw (OP)	
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %															1,820 2.5 15 2.3	2.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)									1,530 2.1		1,530 2.1					
	Program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %									1,170 1.6 11 1.2	2.0	1,170 1.6 10 1.6	1.7				
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	4.5	4.5	5.9	7.4	8.5	9.9	11.0	12.5	15.3	16.2	17.5	18.1	18.1	18.2	18.8	19.2
	WK 2	3.4	4.2	4.7	5.7	7.3	8.8	11.0	12.9	15.0	16.4	16.3	16.6	17.5	17.5	16.4	15.9

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. APR. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR. 2, 1978

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	2,620 3.6		2,110 2.9		2,410 3.3										7,510 10.3	
	Program	Great Grape Ape		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)								←International Amateur Boxing→	
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	2,260 3.1 16 2.9	3.3	1,680 2.3 12 2.1	2.4	1,900 2.6 13 2.8	2.4									4,960 6.8 21 5.2	5.7* 18 * 6.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)			1,820 2.5						5,100 7.0			11,080 15.2				
	Program	Camera Three (SUS.)		Face the Nation						←Challenge of the Sexes→			←NBA Basketball Game→ "VARIOUS TEAMS & TIMES" (1:45-4:05PM)¤				
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			1,390 1.9 10 1.9	2.0					3,720 5.1 19 4.3	4.6* 18 * 5.0	6.0	5,250 7.2 21 6.6	6.7	7.0* 23 * 7.2	7.2	7.2* 21 * 7.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)							2,920 4.0						5,830 8.0			
	Program							Meet the Press		←Religious Series (SUS.)→				Greensboro Open (2:00-4:02PM)			
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %							2,190 3.0 14 3.0	3.0					3,060 4.2 14 3.6	3.7* 13 * 3.7	4.2	4.2* 14 * 4.1

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	2,700 3.7		2,040 2.8		2,620 3.6											
	Program	Great Grape Ape		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)								←International Amateur Boxing→	
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	1,820 2.5 16 2.5	2.6	1,600 2.2 14 2.1	2.3	1,970 2.7 16 3.0	2.5									4,670 6.4 23 5.4	5.8* 21 * 6.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)			1,900 2.6						3,060 4.2		10,860 14.9					
	Program	Camera Three (SUS.)		Face the Nation						Challenge of the Sexes	(1)	←NBA Basketball Game→ "VARIOUS TEAMS & TIMES" (1:30-4:00PM) ¤					
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			1,460 2.0 12 2.0	2.0					2,700 3.7 17 3.7	3.7	4,670 6.4 22 4.6	5.0* 19 * 5.5	6.6	6.7* 24 * 6.8	6.5	6.6* 23 * 6.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)							3,350 4.6									
	Program							Meet the Press									
	AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %							2,480 3.4 19 3.5	3.4								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	18.7	19.3	18.8	20.1	20.3	20.3	21.2	22.2	23.8	25.3	26.7	26.8	29.2	31.1	31.9	32.6
WK 2	15.5	16.1	15.8	16.1	16.7	17.9	18.8	19.2	20.3	22.6	24.7	26.1	26.8	27.2	27.9	28.6

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) "CBS TENNIS STATEMENT", CBS, (1:22-1:30PM)(SUS.).

DAY SUN APR. 9, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR. 2, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			7,580 10.4			5,030 6.9	12,830 17.6									
Program	International Amateur Boxing		American Sportsman			(1)	ABC Wide World of Sports									
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	7.8	8.0* 24 * 8.2	5,320 7.3 21 7.1	7.2* 21 * 7.3	7.6	4,880 6.7 19 6.7	7,950 10.9 28 8.7	9.3* 26 * 9.9	11.4	11.6* 30 * 11.7	11.8	11.8* 29 * 11.7				
CBS TV TOTAL AUDIENCE (Households (000) & %)					8,530 11.7										8,820 12.1	
Program	NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:05PM)¤				U.S. Grand Prix West (4:00-6:00PM)										CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	6.8	7.0* 19 * 7.1	7.8	8.0* 21 * 8.2	4,230 5.8 16 4.5	5.2* 16 * 5.8	6.2	6.3* 18 * 6.3	5.9	5.9* 16 * 5.9	6.1	6.0* 16 * 5.9			7,440 10.2 21 9.3	11.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,450 15.7											4,370 6.0
Program	Greensboro Open (2:00-4:02PM)(2)				Dinah Shore Golf (4:02-6:45PM)											(3)
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	4.1	4.2* 13 * 4.4	4.7	4.8* 15 * 5.0	5,470 7.5 20 5.7	5.9* 18 * 6.0	6.6	6.7* 19 * 6.8	6.7	6.9* 18 * 7.1	7.4	7.7* 20 * 8.1	9.4	9.5* 23 * 9.6	9.1	4,160 5.7 12 5.7

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			8,310 11.4						8,160 11.2							
Program	International Amateur Boxing		ABC Wide World of Sports						American Sportsman							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	7.0	7.0* 24 * 7.0	4,670 6.4 21 6.1	6.0* 20 * 5.9	6.4	6.7* 22 * 6.9	6.7	6.5* 19 * 6.3	5,540 7.6 21 6.5	6.9* 20 * 7.4	7.8	8.2* 22 * 8.5				
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,740 16.1										9,330 12.8	
Program	NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:30-4:00PM) ¤				Masters Golf Tournament (4:00-6:00PM)										CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	6.4	6.3* 21 * 6.1	7.2	7.6* 24 * 7.9	7,140 9.8 29 8.1	8.5* 29 * 8.9	10.0	10.4* 32 * 10.8	10.9	10.9* 32 * 11.0	9.9	9.4* 26 * 8.9			7,650 10.5 24 9.7	11.3
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,430 4.7		8,680 11.9										6,120 8.4	
Program			Dynamic Duos		Sportsworld										NBC Nightly News-Sun.	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			2,550 3.5 12 3.5	3.5	3,790 5.2 15 4.4	4.6* 15 * 4.8	5.0	5.0* 15 * 5.1	4.5	4.7* 14 * 5.0	6.4	6.5* 17 * 6.5			5,180 7.1 16 7.1	7.2

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	33.3	34.0	34.1	35.2	35.3	36.1	37.3	39.4	39.7	40.4	41.3	41.8	44.1	46.4	48.1	50.1
WK 2	28.0	28.5	29.5	30.1	30.6	31.4	33.0	35.0	35.4	36.7	38.0	39.3	41.6	42.7	44.1	45.9

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (UP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "ABC SPORTS MAGAZINE", (4:15-4:30PM).
(2) FOR REMAINING RATINGS, SEE OP PAGES.
(3) "NBC NIGHTLY NEWS-SUN.", (6:45-7:00PM).

DAY SUN. APR. 9, 1978

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 10.00-12.55AM 50TH ANNUAL ACADEMY AWARD(S)	11.00							FOR RTGS SEE PAGE A-3					40.8
	11.15										39.6*	69*	38.3
	11.30												35.7
	11.45										34.4*	71*	33.1
	12.00												30.8
	12.15										30.1*	71*	29.4
	12.30												28.4
	12.45										27.8*	77*	27.0
ABC 11.30-12.36AM POLICE STORY-MON	11.30	6,710	9.2	4,590	6.3	25	6.5						
	11.45				6.4*	22*	6.4						
	12.00						6.6						
	12.15				6.3*	28*	6.1						
	12.30						5.9						
CBS 11.30-12.00MD PRESIDENT COMES HOME(S)	11.30							3,570	4.9	2,840	3.9	10	4.2
	11.45												3.6
NBC 9.00-11.19PM NCAA BASKETBALL CHAMP.(S)	11.00	FOR RTGS SEE PAGE A-2					22.9						
	11.15						17.4						
EVENING TUESDAY													
ABC 11.30-12.34AM REDD FOXX(S)	11.30							5,980	8.2	3,500	4.8	21	5.9
	11.45										5.4*	20*	4.9
	12.00												4.6
	12.15										4.4*	22*	4.1
	12.30												3.6
ABC 11.30-12.32AM TUESDAY MOVIE OF THE WEEK	11.30	5,180	7.1	3,430	4.7	19	5.9						
	11.45				5.3*	19*	4.8						
	12.00						4.2						
	12.15				4.1*	18*	4.1						
	12.30						4.0						
EVENING WEDNESDAY													
ABC 11.30-12.34AM POLICE STORY-WED 11.30-12.31AM	11.30	6,270	8.6	4,010	5.5	23	7.1	7,140	9.8	4,740	6.5	27	7.3
	11.45				6.3*	23*	5.6				6.9*	25*	6.6
	12.00						5.0						6.2
	12.15				4.9*	23*	4.7				6.1*	29*	6.0
	12.30						4.1						5.3
ABC 12.34- 1.39AM WED. MYSTERY OF THE WEEK 12.31- 1.35AM	12.30	3,130	4.3	2,190	3.0	23	3.6	3,210	4.4	2,190	3.0	24	3.9
	12.45				3.4*	22*	3.2				3.5*	24*	3.1
	1.00						3.1						2.8
	1.15				2.9*	25*	2.7				2.7*	24*	2.6
	1.30						2.4						2.6
EVENING THURSDAY													
ABC 11.30-12.00MD PRESIDENT-SOUTH AMERICA(S)	11.30	4,740	6.5	4,080	5.6	19	6.1						
	11.45						5.0						
ABC 12.00- 1.06AM STARSKY AND HUTCH-11:30 11.30-12.36AM CONT'D	11.30							6,200	8.5	4,670	6.4	27	6.7
	11.45										6.8*	24*	6.8

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING THURSDAY CONT'D													
ABC 12.00- 1.06AM STARSKY AND HUTCH-11:30-CONT'D	12.00	5,690	7.8	4,300	5.9	30	5.7						6.5
	12.15				5.8*	25*	5.9				6.3*	31*	6.0
	12.30						6.0						5.0
	12.45				6.1*	34*	6.2						
	1.00						5.4						
ABC 12.36- 1.06AM TOMA	12.30							2,990	4.1	2,620	3.6	24	4.0
	12.45												3.5
	1.00												3.4
EVENING FRIDAY													
ABC 11.30-12.36AM BARETTA-11:30PM / 11.30-12.35AM	11.30	8,020	11.0	5,320	7.3	25	8.1	6,340	8.7	4,590	6.3	22	6.5
	11.45				7.9*	24*	7.6				6.6*	21*	6.7
	12.00						7.0						6.2
	12.15				6.9*	26*	6.9				6.1*	23*	6.0
	12.30						6.2						5.9
CBS 11.30- 1.45AM NBA BASKETBALL GAME-FRI.(S)	11.30	6,340	8.7	2,840	3.9	16	5.6						
	11.45				5.2*	16*	4.7						
	12.00						4.4						
	12.15				4.2*	16*	4.1						
	12.30						3.7						
	12.45				3.4*	16*	3.1						
	1.00						3.3						
	1.15				3.3*	19*	3.3						
	1.30						3.2						
CBS 11.40- 1.01AM CBS SPORTS SPECIAL-BOXING(S)	11.30							4,810	6.6	2,990	4.1	16	4.2
	11.45										4.0*	13*	3.9
	12.00												3.9
	12.15										3.9*	15*	3.9
	12.30												4.3
	12.45										4.4*	20*	4.6
	1.00												4.4
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	5,250	7.2	2,480	3.4	24	5.0	6,420	8.8	3,350	4.6	37	6.1
	1.15				4.4*	25*	3.8				6.0*	36*	5.8
	1.30						3.7						4.6
	1.45				3.4*	25*	3.1				4.2*	36*	3.9
	2.00						2.7						3.8
	2.15				2.5*	24*	2.2				3.6*	40*	3.3
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	13,710	18.8	13,710	18.8	33	18.8	15,450	21.2	15,450	21.2	38	21.2
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	5,540	7.6	5,250	7.2	16	7.2	5,390	7.4	4,960	6.8	16	6.8
CBS 8.53- 8.54PM NEWSBREAK-SAT. / 8.58- 8.59PM	8.45	10,060	13.8	10,060	13.8	25	13.8	8,240	11.3	8,240	11.3	20	11.3
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	11,300	15.5	11,300	15.5	28	15.5	13,050	17.9	13,050	17.9	32	17.9
NBC 11.30-12.54AM SATURDAY NIGHT	11.30							10,570	14.5	6,420	8.8	31	11.0
	11.45										10.8*	32*	10.5
	12.00												9.2
	12.15										8.5*	31*	7.9

CONT'D

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING SATURDAY CONT'D														
NBC 11.30-12.54AM SATURDAY NIGHT-CONT'D		12.30												6.9
		12.45										6.7*	30*	6.3
NBC 11.30-12.59AM WEEKEND(S)		11.30	7,650	10.5	4,230	5.8	21	7.8						
		11.45				7.3*	22*	6.8						
		12.00						5.9						
		12.15				5.4*	20*	4.9						
		12.30						4.8						
		12.45				4.7*	21*	4.5						
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC MINUTE MAGAZINE		7.45							11,370	15.6	11,370	15.6	26	15.6
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN. 8.57- 8.59PM		8.45	14,870	20.4	14,870	20.4	30	20.4	14,800	20.3	14,140	19.4	29	19.4
CBS 8.58- 8.59PM NEWSBREAK-SUN.		8.45	13,710	18.8	13,710	18.8	28	18.8	11,810	16.2	11,810	16.2	25	16.2
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.		8.45	13,340	18.3	13,340	18.3	27	18.3	15,890	21.8	15,890	21.8	33	21.8
NBC 11.30- 1.07AM NBC LATE NIGHT MOVIE		12.45							FOR RTGS SEE PAGE A-17			2.8*	18*	2.8
		1.00												2.6

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	12,320	16.9	12,320	16.9	26	16.0	14,070	19.3	14,070	19.3	32	14.6
		9.45						17.6						20.5
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	12,250	16.8	12,250	16.8	26	15.5	10,570	14.5	10,570	14.5	23	14.5
		9.45						22.1						
CBS 12.00- 2.33AM LATE MOVIE I	M-TH	1.45							FOR RTGS SEE PAGE A-17			3.0*	33*	3.1
		2.00												3.1
		2.15										3.0*	39*	2.9
		2.30												2.2
CBS 1.13- 2.13AM LATE MOVIE II 1.14- 2.14AM	TU-TH	12.00	3,280	4.5	2,550	3.5	24	4.8	3,860	5.3	2,550	3.5	32	5.1
		12.15				4.3*	19*	4.0				4.9*	24*	4.8
		12.30						3.7						4.4
		12.45				3.2*	19*	3.1				4.2*	28*	4.1
		1.00						3.7						3.4
		1.15				3.0*	25*	3.5				3.7*	33*	3.3
		1.30						3.5						3.1
		1.45										2.9*	36*	2.9
		2.00												2.4
		2.15										2.2*	43*	1.8
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	11,230	15.4	11,230	15.4	24	15.6	10,420	14.3	10,420	14.3	22	14.3
		9.00						14.5						
NBC 11.30-12.49AM TONIGHT SHOW	M-F	1.00	FOR RTGS SEE PAGE A-16					3.5						
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH	1.45	FOR RTGS SEE PAGE A-16			1.7*	21*	1.7						
		2.00						1.4						

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
DAY MONDAY-FRIDAY														
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							8,020	11.0	5,690	7.8	25	6.7
		4.45										6.9*	23*	7.0
		5.00												8.4
		5.15										8.6*	26*	8.9
CBS 10.00-11.00AM MAGAZINE(S)	THU.	10.00							4,670	6.4	2,620	3.6	23	2.8
		10.15										2.9*	19*	3.0
		10.30												4.1
		10.45										4.2*	25*	4.3
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	5,030	6.9	4,520	6.2	26	6.2	4,590	6.3	4,230	5.8	28	5.8
NBC 4.00- 5.00PM SPECIAL TREAT(S)	TUE.	4.00							7,580	10.4	5,100	7.0	20	6.6
		4.15										6.8*	20*	7.0
		4.30												7.3
		4.45										7.1*	20*	6.9
DAY SATURDAY														
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	4,960	6.8	4,590	6.3	31	6.3	4,520	6.2	4,160	5.7	29	5.7
ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM		9.45	4,080	5.6	3,860	5.3	24	5.3	5,030	6.9	4,880	6.7	28	6.7
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	4,670	6.4	4,230	5.8	27	5.8	4,670	6.4	4,230	5.8	26	5.8
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	5,180	7.1	4,810	6.6	30	6.6	4,370	6.0	4,010	5.5	26	5.5
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	3,280	4.5	2,920	4.0	23	4.0	3,570	4.9	3,430	4.7	29	4.7
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	4,810	6.6	4,370	6.0	27	6.0	4,740	6.5	4,450	6.1	29	6.1
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	7,290	10.0	6,930	9.5	40	9.5	6,420	8.8	6,200	8.5	35	8.5
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	6,270	8.6	5,830	8.0	35	8.0	6,120	8.4	5,390	7.4	31	7.4
CBS 10.56-10.59AM IN THE NEWS-10.56AM		10.45	5,320	7.3	4,880	6.7	31	6.7	4,880	6.7	4,520	6.2	28	6.2
CBS 11.26-11.29AM IN THE NEWS-11.26AM		11.15	5,390	7.4	4,670	6.4	30	6.4	5,980	8.2	5,250	7.2	32	7.2
CBS 11.56-11.59AM IN THE NEWS-11.56AM		11.45	4,590	6.3	4,230	5.8	27	5.8	3,500	4.8	3,060	4.2	20	4.2
CBS 12.26-12.29PM IN THE NEWS-12.26PM		12.15	4,160	5.7	4,010	5.5	26	5.5	4,010	5.5	3,570	4.9	23	4.9
CBS 12.56-12.59PM IN THE NEWS-12.56PM		12.45	3,570	4.9	3,280	4.5	22	4.5	4,080	5.6	3,720	5.1	23	5.1
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM		1.15	2,920	4.0	2,550	3.5	17	3.5	3,210	4.4	2,990	4.1	17	4.1
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM		1.45	2,410	3.3	2,330	3.2	15	3.2	2,700	3.7	2,550	3.5	14	3.5
NBC 1.15- 4.05PM NBC MAJOR LEAGUE BASEBALL		4.00							FOR RTGS SEE PAGE A-27					6.6
NBC 4.05- 6.33PM NBC MAJOR LEAGUE GAME 2(S)		6.30							FOR RTGS SEE PAGE A-29					8.5
DAY SUNDAY														
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	2,550	3.5	2,260	3.1	16	3.1	1,970	2.7	1,900	2.6	16	2.6
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	2,040	2.8	1,820	2.5	12	2.5	1,820	2.5	1,530	2.1	13	2.1
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM		9.15	1,750	2.4	1,600	2.2	14	2.2	1,600	2.2	1,460	2.0	13	2.0
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	1,750	2.4	1,530	2.1	12	2.1	1,390	1.9	1,240	1.7	10	1.7
NBC 2.00- 4.02PM GREENSBORO OPEN-SUN.(S)		4.00	FOR RTGS SEE PAGE A-32					5.1						

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